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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

LIGHT INDUSTRY MINISTER ON TRADE BRANCH IMPROVEMENTS

Kiev EKONOMIKA SOVETSKOY UKRAINY in Russian No 11, Nov 83 pp 10-18

[Article by O. Kas'yanenko, Ukrainian SSR minister of light industry: "Reserves for Increasing the Efficiency of the Branch's Work"]

[Text] In implementing the decisions of the 26th party congress, the republic's light industry workers are increasing from year to year their contribution to the task of improving the Soviet people's well-being. At the present time, questions concerning the supplying of the population with silk and woolen cloth and items made from them, knitted outer garments, many children's goods, corset items, china and earthenware dishes, and other items, are being solved. A larger amount of fashionable items, in particular, overcoats and short coats with buttoned-in linings made of artificial fur; and clothing, trousers and dresses made from new materials which enjoy increased demand, have appeared on store counters. The demand for such daily use items as raincoats, men's jackets and shirts, and knitted and hosiery items is being more fully satisfied. From year to year the variety of goods for children is being expanded and updated. Their output is outstripping general production rates. The demand for pantyhose, hosiery items and footwear of every possible shape and color is being fully satisfied.

The overfulfillment of the planning quotas for all types of primary need goods and those in mass demand has been assured during the two and a half years of the 11th Five-Year Plan. More than 300 million rubles of consumer goods above the established plans have been sold. Additional products worth almost 180 million rubles have been supplied to the trade organizations. A total of 9.7 million square meters of flax cloth (4.7 percent), 21 million rubles of textile haberdashery items (4.1 percent) more than 13 million rubles of leather items (3.8 percent), 49.8 million rubles of bed linens (40 percent), and other products have been produced above the prescribed quotas.

The cotton, silk and knitted branches and the production of non-cloth materials has been developed at the highest rates. The production of cotton cloth grew by 5.3 percent, of hosiery items -- by 4.4 percent, of toys and New Year's tree decorations -- by 8.3 percent, and of cloth-type non-cloth materials -- 2.7-fold. The entire production increase was assured by a growth in labor productivity. The profits from industrial activity exceeded the planned level by 60.5 million rubles. The construction of new enterprises and the expansion

and reconstruction of existing ones contributed to the achievement of these indicators. Since the beginning of the five-year plan, production capacities have been commissioned in the following factories: the one for non-cloth materials in the city of Borislav, the Dolinskaya and Makeyevka Cotton Spinning factories, the Khust Felt Filter Factory, and the Kiev Detskaya Odezhda Clothing Factory, and also in the Ternopol China Plant and other enterprises.

At the same time, there still exist in the branch quite a few additional capabilities for achieving higher production indicators.

When speaking about the country's national economic reserves, Yu. V. Andropov, general secretary of the CPSU Central Committee, pointed out during the November 1982 CPSU Central Committee Plenum that it is necessary to look for them in the acceleration of scientific and technical progress and the widespread and rapid incorporation of the achievements of science, technology and progressive experience into production.

Planned work to improve the technical level of production by replacing obsolete equipment with more advanced and high capacity equipment; incorporating new technological processes; and completely mechanizing and automating sections, workshops and entire enterprises, is being performed in light industry. Appropriations for these purposes are growing from year to year. During the current five-year plan, more than half of the capital investments, which have been allotted to the branch, have been directed toward the technical re-equipping of existing enterprises.

During the five-year plan, it is planned to completely mechanize 44 enterprises and more than 370 shops and sections; commission more than 620 mechanized, continuous production flow and automated lines; and establish more than 55,000 new technical service units. The percentage of workers, who are engaged in mechanized and automated work, in the overall number of industrial production personnel will grow during the five-year plan from 57.1 to 60.6 percent. It is planned to increase labor productivity by 17.6 percent through raising the technical level of production. This equates to the freeing of 79,000 workers.

The first years of the five-year plan have shown that the plan is basically being fulfilled. Important measures, which are aimed at improving production efficiency through the introduction of the latest achievements of science and technology into production, are being carried out. For example, through technical re-equipping -- the installation of new spinning spindles and looms to replace obsolete ones, new capacities have been created for the output of cloth-type non-fabric materials, outerwear and underwear knitted goods, hosiery items, and leather footwear. Whereas capacities have been increased for the production of one million pairs of leather footwear since the beginning of the five-year plan by reconstructing and expanding enterprises, they have been increased by 13.2 million pairs through technical re-equipping.

A large series of engineer and technical measures is being carried out in textile enterprises. In connection with the great fouling of the cotton, which

has arrived during recent years, new equipment for cleaning the raw material has been installed in the stock-preparation shops. The advanced method of shuttle-free weaving is being widely introduced. This provides an opportunity to obtain 1.5-fold more cloth from the same production areas. Approximately 1,500 high capacity machines with new principles for interweaving woof threads have already been installed. The introduction of machines with Jacquard properties and high-speed dobbies is continuing. This permits cloth with an improved complicated structure, which is enjoying an increased demand, to be produced.

In order to improve the technical level of finishing plants and to satisfy the growing requirements for quality in cloth and items, it is planned to introduce more than 1,000 pieces of dyeing and finishing equipment half of which will be composed of continuous production flow and mechanized lines and assemblies. Increasing the technical level of dyeing and finishing plants is also being accomplished through the introduction of high-capacity equipment for bleaching and dyeing based on the use of new processing systems: vacuum, organic solvents, high temperature, pressure, etc. The introduction of new finishing equipment and progressive technological processes insures the output of cloth with special types of finishes (shrink resistant, crease resistant, glossy, and stamped) which improve their consumer properties. It is planned to produce more than 600 million square meters of this cloth annually by the end of the five-year plan.

The following examples testify to the high effectiveness of the technical re-equipping of enterprises. Thanks to the installation of new looms and the complete mechanization of shops and sections, the output of cloth using the same production areas increased by 20 percent in the Cherkassk Silk Combine. The output of cloth increased almost twofold without increasing the number of workers in the Kiev Silk Combine where STB looms were introduced for the first time in the Soviet Union to make cloth from natural silk. The processes for transporting semi-finished and finished products have been mechanized in the Ternopol Cotton Combine. Conveyors with an overall length of 3.2 kilometers are used to transport the cloth from the spreading machines to the carding machines, yarn from the spinning frames and automatic weft winders -- to the yarn warehouse, and finished cloth -- to the market warehouse. Roving and grade cloth are moved by a complete electrical transportation system -- tractors, battery powered trucks and loaders. The spinning and weaving factories are fully mechanized enterprises. During the years of the 10th Five-Year Plan, 297 pieces of new technological equipment have been introduced and more than 5,000 pieces of equipment in operation have been modernized in the combine.

In textile industry enterprises, modern machines with new principles for interweaving woof threads form one-third of the weaving equipment pool. This has permitted production capacities to be increased by 50 percent.

The Ternopol and Donets Cotton combines are comparatively young enterprises. The latest equipment was installed in these enterprises during their designing. Machine building has now mastered and is producing pneumatic spinning machines

and spindle-free pneumatic and pneumatic foil looms whose productivity is higher than the ring spinning machines and spindle machines which are operating now. The replacement of equipment will permit approximately 2,000 people to be freed and the output of cloth to be increased by almost 20 million square meters.

The knitting branch has the best prospects, and its items have an increased demand. During recent years, the volume of knitted products has grown significantly. However, justified claims against the aesthetic design of the items and their outward appearance, shapes and patterns still remain. Our designers and fashion experts and the other creative workers in fashion houses and the Ukrainian institute for the selection of light industry items and clothing standards (UIAlegprom) are also now working on these questions. Tasks have been passed on to the enterprises to produce high quality items in accordance with the population's demands.

Thus, in the Voroshilovgrad and other knitting factories, an economical thermal printing technology or "Sublistapik" has been mastered for designing knitted items which enjoy increased demand. The introduction of this technology will permit products with higher consumer qualities to be produced and, moreover, the expenditures of electrical energy, steam, water, and dyes to be decreased.

In the production of underwear and outerwear knitted products, it is planned to increase the percentage of circular knitting machines with a simultaneous increase in their class of up to 24-28, of warp looms with a knitting speed of up to 1,600 rows a minute, of circular cotton rib top frames for knitting coupon items, of single texture circular knitting machines for producing simplified patterns, and of automatic flat knitting machines with broad capabilities for producing designs.

Equipment for making outer clothing using double items with glued interfacing materials has found widespread use in clothing enterprises. The output of these items during 1982 increased more than threefold. This permitted the quality of clothing items to be improved by increasing the shape retention quality of individual items and pieces of clothing. Before the end of the five-year plan, it is planned to introduce 262 fully mechanized lines, including 50 equipped with small-scale mechanized attachments and systems for transporting the cut-outs and semi-finished items of the lines for producing men's suits, overcoats, shirts, trousers, and raincoats.

Thanks to the purposeful work to increase the technical level of production, the collective of the Kiev Kashtan Clothing Production Association -- one of the largest enterprises in the republic -- rightfully earned the title "An Enterprise of High Standards in Production" during the 10 years after its organization. Here, continuous technical re-equipping is being carried out and high capacity machines, special presses and individual attachments are being installed. Through this and also through the introduction of advanced technologies, innovative proposals, inventions, and integrated engineer support plans, labor productivity and product quality have been significantly improved in all of the association's enterprises.

In the shoe industry, the gradual raising of the output of products is being carried out using high capacity and low-waste technologies for the manufacturing of footwear using the casting and liquid shaping method for the soles (platforms). Two casting assemblies have already been commissioned and another three will be installed. This will permit capacities for the production of footwear with a cast platform to be increased to six million pairs a year. When shifting to this technology, labor productivity during assembly is increased by 40 percent, the selection of footwear is expanded, and the opportunity to obtain fundamentally new types of footwear with improved consumer properties arises. The widespread introduction of highly efficient stretching and tightening equipment using thermosoftening plastic glues insures an increase in labor productivity in the assembly sections and permits the quality of footwear to be increased and the low prestige glue spreading operation, whose percentage in factories is, unfortunately still high, to be mechanized. By the end of the five-year plan, it is planned to complete the shift of all lines to the mechanized glued lasting of footwear.

The mastery of new technologies for assembling summer sandal blanks using a glue thermal method instead of the thread method has been begun during the current five-year plan. This will permit labor productivity on the line to be increased by 30 percent and a stable quality to be achieved.

Accessory production, which has been called upon to constantly satisfy the requirement for various metal and plastic accessories, decorations, boot trees, "lightening" fastenings, etc., has been noticeably expanded and technically re-equipped recently.

In order to further increase the production of china and earthenware dishes, a progressive mechanized technology for manufacturing large size items for completing service sets and collections using automated casting and molding drying machines is being widely used.

Technical progress has a direct relationship with increasing product quality and expanding its selection. The planning influence on this process is being strengthened. Tasks for improving the technical and economic level of production and for producing products of the highest category of quality and with an "N" (new item) index have been passed on. The percentage of products with the state Seal of Quality is 18.9 percent today. Every third enterprise produces more than 30 percent of its products in the highest category; and in such enterprises as the Kiyevlyanka Knitting Factory, Vosnesenskiy Leather Association, Voroshilovgrad Knitting Factory, Sosnitskaya Clothing Haberdashery Factory, Terebovlyanskaya New-Year's Tree Ornament Factory, and others, products with the honorary pentagon are almost 60 percent.

Half of the branch's enterprises are working without advertising and the amount of advertised products for many items has been decreased. The implementation of the special purpose programs to improve quality and expand selection is permitting new models and types of products to be mastered more rapidly. The output of especially fashionable footwear and clothing and knitted items is being expanded. A total of 25 enterprises are producing footwear in small

series. By the end of the five-year plan, five million pairs of especially fashionable footwear and smart-appearing children's footwear will be manufactured. Unmarketable products are being removed from production.

Seven firm stores, which are selling goods from the first test batches and especially fashionable items, have been established in order to raise consumer demand. Another three store salons are being opened in 1983. Fancy leather-goods stores have acquired good experience in this work. Enterprises are producing those items which have received approbation through the stores. The products, which arrive in the stores, do not lay on the shelves but are quickly sold.

Inventors, efficiency experts and production innovators, who are continuously and creatively searching for everything new and progressive, are marching in the front ranks of the warriors to improve production efficiency and those of the tireless conductors of technical progress. It is noteworthy that their ranks are increasing with each year and that the results of their work are becoming more noticeable. During 1982, approximately 35,000 efficiency experts and inventors introduced more than 43,000 proposals and inventions out of which 39,000 were incorporated into production with an economic effect of 37 million rubles. The Ukrainian SSR Supreme Soviet Presidium awarded the titles "Honored Inventor of the Ukrainian SSR" and "Honored Efficiency Expert of the Ukrainian SSR" to 62 of the best innovators of the branch and more than 150 individuals were awarded the title "Best Efficiency Expert in the Light Industry of the USSR" as a recognition of their special services in the cause of expanding technical thought.

Along with scientific and technical progress which is the main factor in raising production efficiency, the most varied forms are being employed in industry for the purposes of finding and using production reserves.

It is clearly said in the recently adopted decree of the CPSU Central Committee, USSR Council of Ministers and AUCCTU "On Improving the Work To Strengthen Socialist Labor Discipline" that the comprehensive strengthening of socialist labor discipline is a very important condition for successfully carrying out the economic and social developmental plans and for increasing the efficiency of the national economy. Branch workers welcomed this decree with satisfaction. The USSR Law on Labor Collectives, which has been adopted, offers new opportunities to actively influence the work of each laborer, encourage foremost people and struggle against violators of discipline.

Definite work to strengthen order, organization and labor discipline has recently been conducted in collectives. Losses of work time due to absences from work with the permission of the administration, truancy, and intershift and complete day idle time, which reached 0.33 of the wasted time during the first half of this year as opposed to 0.45 percent during the corresponding period of last year, have been decreased. The percentage of lost work time has been sharply decreased in the enterprises of two-thirds of the industrial associations.

The instructions of the November 1982 and June 1983 CPSU Central Committee Plenums concerning a decisive struggle against discipline violations required a new approach to the establishment of the necessary organizational and economic conditions for normal highly efficient work in work collectives. Tasks to decrease losses of work time out to 1986 have been passed to the industrial associations and enterprises. The responsibility of directors for the condition of work discipline and personnel turnover has been increased: Some of them are being deprived of bonuses for basic work results and for the results of socialist competition. These sanctions have already been applied to the directors of the Lutsk Volyn Clothing Production Association, the Dnepropetrovskoye Clothing Production Association imeni Volodarskiy, the Kiev Kashtan Clothing Production Association, and others. The planned and purposeful work in which all workers are now involved, will permit the still existing enormous production reserves to be found and used.

Young men and women of Komsomol age primarily work in light industry. Annually, 20,000 graduates of general educational schools enter the vocational technical training institutions that prepare skilled workers. More than 50,000 workers are engaged in all types of training including that without discontinuing work. The holding of "Best Young Worker" work skill contests is one of the ways to improve skill and on the basis of this -- an increase in labor productivity. Not only the best ones in a trade but also the most efficient work ways and methods, the most effective of which are being disseminated through the schools for studying progressive work ways and methods, are determined during the contest. These contests are held in 18 leading trades. The winners of intra-factory contests participate in them. The experiences of the winners of the republic contests are summarized and disseminated in enterprises. This is one of the ways for the workers to achieve high skill.

The development of collective work forms in production brigades, where favorable conditions are being created to display the creative energy and work activity of both the entire collective and of each worker, is acquiring especially important significance under modern conditions. The development of the brigade form for organizing and stimulating work in the branch began in 1981. A large amount of preparatory work preceded it. As a result of this work, more than 19 percent of the workers were engaged in the brigade form by the end of the first year of the 11th Five-Year Plan. At the present time, 11,500 brigades, which combine more than 52 percent of the workers, have been established in enterprises; and this indicator is even higher in the enterprises of Ukrshveypprom and Ukrpromspetsodezhda. Work is being completed to establish the new type of brigade in more than 20 percent of the enterprises.

During 1981-1982 alone, the work, which was performed to incorporate the brigade form for organizing and stimulating work, permitted an economic effect totalling 4.4 million rubles to be obtained and 3,400 people to be conditionally released. It is planned that no less than 80 percent of all workers will be engaged in this form by the end of the five-year plan. As experience shows, its introduction into production is contributing to the instilling and strengthening of socialist discipline, to increasing the qualifications of a worker and his professional skill and to the formation of a socialist society worker's personality.

The multimachine operator movement, which was born on the eve of the opening of the 25th CPSU Congress in the Darnitskiy Silk Combine, has been widely spread in enterprises. Progressive weavers L. K. Kondrat'yeva, P. G. Volkovinskaya and A. T. Zolotova have come out with an initiative to increase labor productivity by expanding equipment servicing zones. With a branch servicing zone norm of 40 machines, they began to service 52 and then 78 machines; with the additional carrying out of organizational and engineer measures, they began to service up to 108. The experience of the Darnitskiy innovators was broadly disseminated in the branch, especially in textile enterprises: The progressive workers of the Kherson and Donetsk cotton combines, Zhitomir Flax Combine, Kiev and Korosten cotton spinning factories, and many others were the first to support it.

The percentage of multimachine operators is now almost 70 percent of the overall number of textile workers. Many of them have already fulfilled their personal five-year task, and Zhitomir Flax Combine weavers G. G. Bedareva and V. V. Kolomiyets, who is catching up to her spouse in work, have managed more than five and nine-year quotas. V. A. Motsnaya, a knitter in the Kiev Knitting Association imeni R. Luxemburg; Ye. A. Luneva, a weaver in the Kherson Cotton Combine; Ye. A. Luneva, a spinner in the Kiev Cotton Spinning Factory; and L. S. Fedorenko, her former teacher and winner of the republic Komsomol prize imeni Nikolay Ostrovskiy are not lagging behind them.

Many foremost production workers have been conferred high governmental awards for their high work indicators and selfless work, and some have been awarded the title of Hero of Socialist Labor. The realization that the work of each one is part of the contribution to the overall task contributes even more to the scope of socialist competition.

The scientific research institutes of the branch, drafting and designing organizations, Ukrainian SSR Academy of Sciences Institutes, and the VUZ with whom business-like creative ties have been established are making an important contribution to increasing production efficiency in light industry. Through implementing the measures to incorporate the achievements of science and technology into production, an increase in labor productivity and the greater part of the savings in labor, financial and material resources have been obtained and a further increase in the output of consumer goods has been provided for.

The Ukrainian scientific research institute for the textile industry has developed a method for processing flax raw material using modernized units of the scutching and breaking machine. This permits the output of long fibres and the productivity of labor and equipment to be raised. Technologies for producing semi-silk cloths from yarn which has been processed using a pneumatic mechanical method and technologies for a rotary method of spinning cotton yarn, have been developed by this same institute. These technologies increase labor productivity threefold. Annually, 3.5 million square meters of cloth, which surpasses earlier produced cloth 1.5-fold based on its artistic and color design and wear-resistant features, are being produced according to a technology for producing new cloth for boy's school uniforms that was developed by the institute working together with the Chernigov Worsted Cloth Combine. More

than 30 high capacity and fully mechanized lines, which increase labor productivity by 10 percent while improving product quality, are being built annually for sewing machine operators based on the work of the Ukrainian Sewing Industry Scientific Research Institute.

The Ukrainian Glass, China and Earthenware Industry Scientific Research Institute is systematically developing new high quality ceramic dyes with improved consumer characteristics. Work, aimed at improving the quality of china and earthenware dishes is being conducted here. Furnace units for the rapid firing of china items, which -- besides increasing their quality characteristics -- decrease wastes by automating and stabilizing firing conditions, are being developed.

Twelve assemblies for the speeded-up ripening process of padded fabric and knitted linens have been introduced into cotton and knitting enterprises by the Technical Thermalphysics Institute of the Ukrainian SSR Academy of Sciences. The economic effect per one assembly was 45,000 rubles a year.

The Kiev Light Industry Technological Institute incorporated its work to eliminate variations in the tones of dyed and mother-of-pearl compositions using polyester resins. This contributed to an improvement in the quality of buttons and to a decrease in labor expenditures.

On the whole, 179 works with an annual economic effect of more than eight million rubles were incorporated in the republic's light industry enterprises during 1981-1982. The scientific organizations and enterprises of the branch are participating in implementing 11 scientific and technical programs for solving the most important questions in the development of light industry, including participation in the republic's "Labor", "Energy Complex" and "Material-Intensiveness" complex scientific and technical programs. A number of measures have been conducted to raise the mechanization level of labor in the branch in accordance with the "Labor" program. As a result of this, the proportion of workers, who were engaged in manual labor, was decreased from 33.6 percent to 32.6 percent during 1981-1982.

Thanks to the realization of the "Energy Complex" program 4,300 tons of conditional fuel, 0.8 million kilowatt hours of electricity and 1,400 giga-calories of thermal energy were saved in the branch during 1982. These figures will grow manyfold by the end of the five-year plan. A plasma jet spraying technology has been introduced into the Darnitskiy and Cherkasskiy silk combines and the Zhitomir Flax Combine based on the work of the Ukrainian SSR Academy of Sciences' Problems of Material Science Institute in order to strengthen and restore equipment items. More than 1,000 different items, whose service life was increased fourfold-fivefold, were manufactured in 1981. Branch measures for the economic use of raw material through decreasing the material-intensiveness of cloth, using economic models of knitted and clothing items and footwear, and using chemical raw materials instead of natural ones have been developed in accordance with this program. The introduction of efficient structures for fabrics and knitted cloth with the least specific expenditure of raw materials while preserving the consumer properties of the cloth and fabrics permits thousands of tons of yarn to be saved annually. Waste-free technologies

are being used ever more widely in the branch. For example, waste-free technologies are being used for eight of the 11 types of plastics that are being used in Ukrpromfurnitura enterprises. This provides annually a savings of approximately 700 tons of valuable raw material.

Unfortunately, there are still enterprises in the Ukrainian SSR light industry which do not work smoothly and which do not fulfill the plans for product sales, labor productivity growth, profits, and payments to the budget. Justified claims are being made against the quality of individual types of items by purchasers. To a large degree, this is the result of intra-branch reasons when technological and production discipline is violated in the enterprises, the technical monitoring departments work poorly, and a genuine struggle for the honor of the factory's label is absent. There is not a sufficiently rapid reaction to changes in market conditions: Matters are still not being arranged so that it would be possible to remove unmarketable products from production and replace them with those enjoying a higher demand.

There are also breakdowns in the work of the branch. The ones guilty of these are the cooperating partners. With a shortage of some types of raw materials, light industry cannot insure the stable and steady work of the enterprises in order to carry out unconditionally the state plan and the increased socialist obligations that have been adopted by the collectives for the additional output of consumer goods. The branch regularly receives quite a bit less raw materials and materials and not in the required selection from allied branches. The quality of the raw material often does not correspond to all-union state standards. Very little normal wool, standard treated flax plant fibers and quality leather raw materials arrive. The requirements of light industry for machines and equipment to replace that which has worn out and become obsolete are not being completely satisfied. The delivery of chemical fibers and threads occurs in a limited color range. Instead of the stated 30-32 colors, we receive 15-16. Some of them are shipped once a quarter or once every six months. The situation regarding dyes is similar. The requirement for wrapping and labeling paper is being satisfied by 39 percent and 19 percent respectively. Little polyethylene film is being allotted to replace cotton packing materials.

The solution of these questions will permit light industry workers to satisfy more completely the needs of the Soviet people for high quality consumer goods.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

MEAT INDUSTRY AUTOMATION TASKS DISCUSSED BY DEPUTY MINISTER

Moscow MYASNAYA INDUSTRIYA SSSR in Russian No 11, Nov 83 pp 2-5

[Article by V.I. Demin, deputy minister of the USSR Ministry of the Meat and Dairy Industry: "Comprehensive Mechanization and Automation of Production--The Top-Priority Task of the Meat Industry"]

[Text] The main task of the 11th Five-Year Plan, as defined by the 26th CPSU Congress, is to ensure further growth in the well-being of the Soviet people, growth which is to be achieved by developing the economy in a steady manner, by accelerating scientific and technical progress and by shifting the economy to an intensive path of development. The decree of the CPSU Central Committee and the USSR Council of Ministers "Concerning Measures to Accelerate Scientific-Technical Progress in the Economy," which was used in developing the 26th CPSU Congress decisions, notes that thanks to the constant and unremitting attention by the Communist Party of the Soviet Union to the development of science and technology, our country has reached the frontiers of progress within an historically short period of time.

The party has set the task of providing the public with all types of foodstuffs within the shortest possible period of time by utilizing the increased economic potential of the economy.

The intense, self-sacrificing labor of workers in animal husbandry and in our sector on the implementation of the Food Program have made it possible for the meat industry to fulfill the established plan targets for the basic indicators in the first nine months of 1983.

Further development of the production-technical base has been carried out.

In recent years the Ministry of Machine Building for Light Industry, the Food Industry and Household Appliances (Minlegpishchemash), other machine building ministries and organizations of the USSR Ministry of the Meat and Dairy Industry (Minmyasomolprom)

have developed 80 pieces of new equipment for the meat industry. Large scale production of 56 new types of equipment has been started and 24 types of equipment have been updated.

At the same time the sector's work is not yet completely in line with the decisions of the 26th party congress and the subsequent plenums of the CPSU Central Committee. The quality of meat products processed by certain enterprises prompts negative criticism from consumers, there are raw material losses, and inadequate attention is devoted to the efficient utilization of those materials. By-products in category two, including the bones and blood of slaughtered animals, are still utilized poorly.

This situation is the consequence of an inadequate level of production organization, as well as the slow introduction of equipment for mechanizing manual labor. Although the new equipment which is available at many enterprises is being used, some of it is not being operated at full capacity. For example, the utilization of the L5-FAL automatic sausage-making equipment makes it possible to completely eliminate manual labor; it increases labor productivity 5-fold. However, at the Ostankino Meat Processing Combine, up to 12 tons of sausage per shift are produced using one automatic unit, while the Cherkizovo and Krasnogvardeysk meat processing plants and the Kemerovo and Minsk Meat combines produce only 6-7 tons.

Progressive technology for the vertical stripping of meat, which subsequently yields bones for food purposes, or final stripping, which is done on presses, is being applied slowly. This technology makes it possible to raise labor productivity by 15-20 percent, to increase meat output, to improve its quality and to accelerate the use of steamed meat in sausage production, etc.

All this has led to insignificant growth in labor productivity and to the presence of a large number of workers who perform manual labor. The degree of mechanization in production amounts to 21.8 percent at enterprises of the Kirghiz SSR Ministry of the Meat and Dairy Industry, 23.9 percent in the Estonian SSR, 24.9 percent in the Turkmen SSR and 27 percent in the Tadzhik SSR, these figures are 7-12 percent lower than the average sector-wide indicators.

The sector has many enterprises which were built according to the same plan and which have identical capacities and equipment. However, the increase in the degree of mechanization at these enterprises differs. For example, in the last three years the number of workers who perform mechanized labor increased 4.1 percent at the Slutsk Meat Combine in the Belorussian SSR, while the corresponding figures for the Zhitomir Meat Combine in the Ukrainian SSR and the Alitus Meat Combine in the Lithuanian SSR were only 0.4 and 0.3 percent.

There is only one conclusion to be drawn; in places where the enterprise managers and the engineering-technical personnel have a conscientious attitude toward their duties, where the achievements of science and technology are being actively utilized, where new equipment and progressive technology are being introduced boldly and where the work of efficiency experts and designers is well organized, the degree of mechanization in production is growing steadily. In this regard the experience of the Kamensk-Shakhtinskiy Meat Combine is worthy of attention and dissemination. In recent years this combine has mechanized many processes which are part of sausage making and other cooked-food production; all the raw hides and sausage items are dispatched by automatic lift trucks using pallets and the bulk shipment of dry animal fodder has been introduced. The degree of mechanization at this enterprise has been brought up to 62 percent. The output per employee is 30 percent higher than it is for the meat industry as a whole. At the Abakan Meat Preserving Combine the degree of mechanization in the basic production processes has reached 70.5 percent; as a result 300 people have been conditionally released. Labor productivity has grown 33 percent. In 1982 this enterprise produced output worth 64,000 rubles per employee.

At the present time the process of technically re-equipping enterprises is being held up to a certain degree by incomplete deliveries of certain types equipment for the meat industry.

Unfortunately, not all of the equipment which the enterprises are receiving meets the best world standards. There are still many machines which perform only one or a few operations, rather than an entire manufacturing cycle, with the result that manual work takes place between operations. The operations involved in wrapping and packaging finished products, as well as loading and unloading operations and warehouse work, are still inadequately mechanized.

The ministry is taking measures to increase the volume of equipment deliveries for the meat industry. In 1984-1985 they will amount to about 85 million rubles per year. At the same time the stock of basic equipment must be renewed over a period of approximately 5-6 years. Under these conditions we cannot consider it right to have a situation in which a number of enterprises are not taking effective measures to improve the state of their equipment, are not introducing mass-produced equipment and are not utilizing local and other opportunities for designing and applying equipment to mechanize inter-operation work, loading and unloading and other operations.

The industry has opportunities for raising the technical level of enterprises. A universal mechanized V2-FKU production line to process hog, including removal of the hide, has been developed

for meat-fat production; its productivity is 100 hogs per hour. The line includes a number of new pieces of equipment, for example, the V2-FSK unit for slaughtering hogs and collecting blood for food purposes, the V2-FKU/4 nozzle for blowing air during removal of the hides, the V2-FEM machine for cleaning carcasses, the V2-FZHA automated unit for collecting bile and a machine for removing hides. The introduction of this line will make it possible to mechanize certain operations, to improve the configuration of equipment and the sanitary-hygienic conditions of the labor; to increase the output of blood for food purposes from 2.2 percent to 2.7 percent and to reduce by 0.3 percent the loss of meat during cropping. With the cropping method of processing hogs this line will make it possible to release six people with hogs processed in the hide, nine people will be released, and when the hides are removed, three people will be released.

The VNIIMP (All-Union Scientific-Research Institute of the Meat Industry), along with the Kharkov branch of the Special Design Bureau of ASUmyasomolprom (not further identified), Gipromyaso (State Institute for the Planning of Meat Industry Establishments) and the Lipetsk Meat Combine, has worked out and introduced the Ya8-F00 conveyer installation to stun cattle and process the carcasses; it has a productivity rating of 100 heads per hour. The installation takes the place of the restraining pen; it holds the animals securely as they are being stunned, and it ensures the continuity of the process. This equipment eliminates trauma to the animals and reduces meat losses in the form of trimmings; it helps to release two workers from the operations of stunning, picking up the carcass and moving it into place for the next operation.

The VNIIMP has designed and introduced at the Tula, Kishinev, Novomoskovsk and other combines pulsating conveyers and production equipment to be used in the primary processing operations for cattle; they have an hydraulic drive which operates from a central pumping station. This equipment has significantly smaller dimensions and mass, which makes it possible to reduce energy expenditures by 3-4-fold. The use of the hydraulic drive system at the Tula Meat and Poultry Combine increases the line's capacity for primary processing of cattle by 25 percent and labor productivity by 30 percent.

The V2-FRA mechanized instrument set for the primary processing of cattle has been recommended for large-scale production; it includes the V2-FRB and V2-FRC cutters and well as the V2-FRT bow saw.

The following processing units have been developed: the Ya2-FUG unit for processing hogs with a productivity of 100 hogs per hour; the Ya2-FDSh-4 unit for processing wool by-products with a capacity of 500 kg per hour, the G6-FSA unit for processing

mucilaginous by-products with a capacity of 600 kg per hour. This equipment has a complete processing cycle with automatic control and regulation of technological parameters.

In recent years a number of new types of equipment have been designed for hide preservation; the FSSh-1 continuous dehairing machine; the FAP-1 brand continuous operation unit for putting salt on cow hides; the Yal-FPG for putting salt on sheep and goat hides; Ya8-FKM-2 periodic action drum to accelerate the salting of hog hides with dry salt and conveyer systems for preserving hides in brine contained in tanks with a unit for cleaning and regenerating the flow of brine.

The following new machines and units are being manufactured: the Al-FLB set of equipment for salting meat; the Al-FAV set of equipment for preparing sausage meat; the L5-FKB cutter with a capacity of 250 liters, the FAB mechanized production line for the manufacture of fully-smoked and semi-smoked sausages; the Ye8-FNA hydraulic injector with a dispensing apparatus; the L5-FAL automatic machine for the manufacture of sausage items in cellophane wrapping, the MT-FUR automatic machine for making boiled sausages with casings of saran film, the V2-F10 automated machine for producing frankfurters, and the K 25-042 final strip-ping unit for separating the remains of fleshy tissue from bone.

Certain types of intermediate meat products are made at specialized production lines. Pelmeni (Siberian ravioli) are made on the mass produced V2-FPK production line, which has a capacity of 1,000 kg per hour; the K6-FL1K-200 production line is used to make cutlets; it has a capacity of 2,000 cutlets per hour. Intermediate meat products which take the form of meat chopped into small pieces are produced on the Al-FLU mechanized production line, which has a capacity of 300 kg per hour. The V2-FEK set of equipment has been developed to produce pressed, frozen intermediate products; it has a capacity of 600 kg per hour. The AR1M equipment has been designed for wrapping and packaging.

As Comrade Yu.V. Andropov, general secretary of the CPSU Central Committee, noted in a speech to the June (1983) plenum of the CPSU Central Committee, it is essential to sharply reduce the use of manual labor in all branches of industry, especially by undertaking comprehensive mechanization and automation as well as by updating and improving the quality of machine-building output; moreover, particular attention must be devoted to the broad application of microprocessors, robots and manipulators. In fulfilling these party directives, the USSR Minmyasomolprom, the Minlegpishchemash and the Minpripor (Ministry of Instrument Making, Automation Equipment and Control Systems) call for the production of new manufacturing equipment, instruments and systems for the control of production processes.

The following are being developed: mechanized production lines which will have the capacity to process 240 hogs per hour and 100 head of cattle per hour and which will include aerial conveyers of a new design; a mechanized cutting instrument for removing horns, heads and extremities; semi-automatic installations for collecting blood to be used for food; automatic units for dividing a carcass lengthwise; overhead scales which weigh automatically and transmit the information to a computer.

At the present time the machine builders are working on the manufacture of a continually operating mechanized production line with a capacity of 5 tons per hour of dry animal fodder, which will make it possible to mechanize and automate this kind of production. In the current five-year plan this line, which is under development, will be the basis for the establishment of an automated complex in which all functions for the control of production processes will be performed by a microprocessor. The introduction of this line will make it possible to obtain an economic benefit of 637,000 rubles and to conditionally release five people.

The V2-FLL line for the production of liver sausage, which has a capacity of 500 kg per hour, is being brought to the commercial level; this line will make it possible to automate the manufacture of sausage casings made from film, the shaping of the sausages, the insertion of the aluminum fasteners at the ends of the sausages, the final processing and transportation between operations.

The use of a vacuum during the manufacture of sausage meat significantly improves the quality of sausage items and increases the effectiveness with which raw and secondary materials are utilized. For this reason the current five-year plan calls for equipping meat-processing units with vacuum manufacturing equipment. In 1983 the Cherkassy Machine Building Plant imeni G.I. Petrovskiy began to manufacture two items: 1) a vacuum unit for making sausage meat with a capacity of 3 tons per hour and 2) a vacuum injection unit with a device for attaching fasteners to the ends of the sausage; it has a capacity of 1,500 kg per hour and was designed by the Lenmyasomolmash Scientific Production Association.

Using scientific designs by the MTIMMP (Moscow Technological Institute of the Meat and Dairy Industry), the VNIIEKIprodmas (All-Union Scientific Research and Experimental Institute of Food Machinery) is designing an installation--based on ultrahigh frequency energy--to defrost meat in blocks; it will have a capacity of 1 ton per hour. The process takes 12-15 minutes. These units can be installed in departments where the further processing of defrosted meat is called for.

The technology designed by VNIIMP for the production of cooked sausages with a given chemical composition is of great significance. At the present time this technology is being used as the basis for developing an automated production line. The introduction of the new technology will provide the opportunity to efficiently utilize protein of animal origin, and the economic benefit from the introduction of the line will amount to more than 900,000 rubles per year.

In the 11th Five-Year Plan industry must organize on a broader scale the comprehensive processing of bones for food purposes to be achieved through the final stripping and processing of bone residue to obtain edible fat, protein and mineral residues. The introduction of presses for the final stripping of the bones will make it possible to contribute substantially to the growth of food raw-material resources.

The introduction of a mechanized production line for the intensive extraction of fat from bones through the use of vibration will also contribute to the solution of this problem. The line, which will have a capacity of 500 kg of raw materials per hour, will make it possible to reduce the process to 7 minutes, to increase by 4-6 percent the output of fat and to substantially improve its quality in comparison with the thermal method of fat removal. One-hundred such lines should be introduced by the end of the five-year plan.

However, improvements in the technical level of only basic production will not yield a desirable effect if the re-equipping and concentration process does not take place simultaneously in auxiliary production, where 125,000 people are currently employed.

One-fourth of the people working in auxiliary departments service refrigeration and power equipment. The majority of them perform non-production labor. Given the advanced level of development in instrument making, the duties of machine operators and mechanics must be transferred to automated control systems.

The meat industry still has not designed a comprehensively automated unit or boiler room which operates on the basis of regularly scheduled inspections without service personnel.

The scientific-research and planning institutes must make an essential contribution to the resolution of the problem of how to increase the labor productivity, mechanization and automation of auxiliary production units.

More than 30,000 workers in auxiliary production units are engaged in the repair of equipment, measuring devices, automatic instruments and other equipment. The organization of equipment

repairs in the meat industry has changed its form very little in recent years. The poorly-equipped individual repair unit located directly at enterprises and even in individual shops still predominates. Centralized repair work accounts for an insignificant proportion of the total: the mechanization of repair operations, a process which enterprises are now carrying out, somewhat facilitates these operations, but it does not reduce the number of workers.

The main direction in the work to increase labor productivity in the repair units and to reduce the number of employees working in them is the centralization of equipment repair combined with the brigade form for the organization of labor.

The positive experience acquired by the Kharkhov Meat Combine in centralizing repair work and remunerating the labor of repairmen according to a single schedule was approved by the collegium of the USSR Minmyasomolprom and recommended for widespread application.

The ministries of the meat and dairy industry in the union republics, as well as the industrial and production associations, must set up repair centers, utilizing for this purpose the premises of old enterprises which are being knocked down.

In the meat industry the manufacture and repair of many forms of packaging, especially wooden containers, is still carried out in small-scale, primitive units. There is now a need for the rapid development and production of packaging materials at specialized, technically-equipped enterprises.

Loading and unloading operations are the most labor intensive, poorly mechanized ones in the meat industry. The targets for packaged and container shipments are not being met. The time taken for loading and unloading railway cars at many enterprises is twice the established norm. Not all of the meat combines and meat processing plants are prepared to accept or send packaged freight. Platforms and refrigerators are being renovated slowly, making it impossible to introduce electrical loaders.

More attention must be devoted to the production of equipment for small-scale mechanization, which makes it possible to improve working conditions with minimal expenditures; increased attention must also be given to the introduction of bulk methods for shipping freight and to the mechanization of operations for loading and unloading of meat in the form of half carcasses.

The Kharkov branch of the ASUmyasomolprom Special Design Bureau has designed some equipment for the mechanization of loading and unloading, transportation and warehouse operations; this equipment has been recommended for broad use by the meat industry.

Mechanizing the labor of sales employees, who perform the commodity-transportation, overhead and accounting functions related to packaging, must be achieved through the utilization of automated control systems or the partial automation of these operations using micro-computers and invoicing machines.

The lack of equipment to control automatically the mass, quality and state of the raw materials being processed dictates the need for the meat combines to rapidly introduce ASUTP's (automated control systems for production processes) which have information and controlling functions, monitoring devices, means of communication between the controlling complex and the facility and primary sensors for judging the qualitative characteristics of the raw materials.

The ASUmysomolprom Special Design Bureau has designed an automatic control system for the thermal division of a suusage plant. This system can be applied anywhere and is in operation at the Zhlobin Meat Combine. Its economic effectiveness results from the reduction in the shrinkage of items during thermal processing, as well as a reduction in the consumption of thermal energy.

In a number of technological processes many operations exert a substantial influence on the economic indicators of production in general. The management of these processes requires the analysis and treatment of a large number of indicators. The completion of these management tasks has become possible and economically effective since the appearance of a new class of computers--the microprocessors, the development of which has been stipulated in the plan of the USSR Minmyasomolprom and Minpribor for the 11th and 12th Five-Year Plans.

In accordance with the decision of the June (1983) plenum of the CPSU Central Committee and the decree of the CPSU Central Committee and the USSR Council of Ministers "Concerning Measures to Accelerate Scientific-Technical Progress in the Economy," a comprehensive goal-oriented program for the mechanization and automation of production and management is being developed for 1984-1985 and for the period of up to 1990. This program is aimed at introducing on a broad scale waste-free and energy-saving technology; at conserving and reducing the losses of raw and secondary materials, labor and fuel-energy resources and at increasing the technical level and productivity of labor. The following are to be developed and introduced: automated equipment and technological complexes, equipment for monitoring and measuring the parameters of production processes, actuators, mechanization and automation equipment and automatic control systems based on the application of microprocessors and manipulators.

In order to develop and carry out this program it is essential to attract many efficiency experts, inventors, engineers, technicians and scientists.

The implementation of a comprehensive goal-oriented program will make it possible to establish automated plants, sectors and mechanized food and technical output production lines in which manual labor will be reduced to a minimum.

Comprehensive mechanization and automation of production in the meat industry is an important condition for the successful fulfillment of the Food Program, and for the sector's very rapid transition to an intensive path of development.

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MILK INDUSTRY TASKS SET FOR 1984

Moscow MOLOCHNAYA PROMYSHLENNOST' in Russian No 1, Jan 84 pp 1-4

[Article by V. V. Nikul'shin, deputy USSR minister of Meat and Dairy Industry: "Dairy Industry Tasks for the Fourth Year of the 11th Five-Year Plan"]

[Text] Increasing the well-being of the Soviet people was and remains the central concern of our country's Communist Party. This was clearly confirmed by the Food Program adopted by the May 1982 Plenum of the CPSU Central Committee which envisions solving in the shortest possible period of time problems of a steady supply of all kinds of products for the population taking into account national characteristics and demands of nutrition science.

In translating the decisions of the XXVI Party Congress and subsequent Plenums of the CPSU Central Committee into life, dairy industry employees have concentrated their main attention on fulfilling Food Program assignments. Working under new management conditions in the agro-industrial complex (APK) system, enterprise collectives along with agriculture workers are doing everything possible to improve the supply of dairy products for the population and are combining efforts to achieve maximum final results with minimal expenditures.

Thanks to the self-sacrificing labor of animal husbandry workers, state purchases of milk in 1983 rose by 10.5 percent as compared to 1980. This made it possible in this period of time to increase production of whole milk output from 24.9 to 27 million tons (9 percent), animal fat from 1.3 to 1.5 million tons (13 percent), cheese from 643,000 to 740,000 tons (15 percent), dairy canned goods from 1,314 to 1,320 million standard cans (0.5 percent), and dry skim milk, including whole milk substitutes, from 326,000 to 437,000 tons (34 percent).

Industry workers labored most successfully in the middle year of the 11th Five-Year Plan. The 1983 plan for the dairy sector was fulfilled for all products included in the basic list. More than 1 million tons of whole milk output, 130,000 tons of animal fat, approximately 30,000 tons of cheese, 18,000 tons of dry skim milk, including whole milk substitutes, and a large quantity of other products worth a total of more than 800 million rubles were produced above and beyond the plan.

The penultimate year of the 11th Five-Year Plan is an important stage in fulfilling the Food Program. This is confirmed by decisions of the ninth session of the 10th convocation of the USSR Supreme Soviet which just took

place. These decisions envision continuing increased production of consumer goods, their improved quality, and expanded selection.

The nation's Food Program was set the task to produce 97-99 million tons of milk for the nation annually in the 11th Five-Year Plan. Based on these volumes, state purchases of milk and production indicators for dairy products were established for 1984.

The plan for state purchases of milk in 1984 totals 62.9 million tons. Production of the most important kinds of dairy products are to be increased as compared to the plan for 1983: whole milk output by more than 1 million tons, butter by 102,000 tons, cheese by 56,000 tons, or correspondingly by 4-8 percent.

These assignments must be considered the minimum. The plan for production of dairy output which was worked out is perfectly balanced with raw material resources. In connection with the improved supply of feed to animal husbandry and fundamental growth in productivity of the nation's dairy herd, we have all the conditions this year for significantly increasing production of dairy products as compared to 1983. The task for all enterprises and associations of the dairy sector is to achieve high rates of growth of production from the beginning of the year and to overfulfill plans and assignments established for each month and quarter. The Union republic ministries of meat and dairy industry, the Soyuzkonservmoloko VPO [USSR Preserved Milk All-Union Production Association] are obliged to take all measures necessary to increase responsibility of managers of production associations and enterprises for unconditional fulfillment of all plan indicators.

The ministry attaches special significance to the development of cheese-making industry. For this purpose an all-Union conference of dairy industry workers was held in November of last year where minister S.F. Antonov presented a report on the tasks of cheese-making industry. He analyzed the state of affairs in developing the cheese-making industry in the current five-year plan in depth, pointed out the serious shortcomings which exist in the industry's work, and defined the practical tasks to overcome them and fulfill five-year plan assignments and the Food Program.

And important task is to take advantage of the improved conditions in the agro industrial complex system and fulfill the assignment for cheese production -- 1 million tons -- established by the nation's Food Program for 1990 ahead of schedule (in 1989). For this purpose it is necessary in 1984-1985 to make up as much as possible for the lagging behind in its production in 1981-1983; the goal is to reach the level of the five-year plan assignment. Conditions are ready for this. A significant reserve for developing the cheese-making industry is disseminating progressive know-how of enterprises and associations in using production capacities more fully, accelerating the turnover for the capacities of cheese warehouses, and expanding raw material zones in the interseasonal period of cheese-making plants.

Important directions of increasing cheese production should be extensive development of the production of soft and pickled cheeses and accelerated introduction of results of scientific-research work on producing hard cheeses with reduced aging time.

Within the limits of the APK special attention must be devoted to production and delivery for industrial processing of high quality milk suitable for cheese making with increased protein content based on contracts for cooperation with kolkhozes and sovkhozes.

In order to insure balanced nutrition for the nation's population, production of various semi-finished articles, goods for children and dietetics and packaged and packed goods is being developed at a fast rate. Production of packaged dairy output is envisioned to increase as compared to the 1983 level: milk by 11 percent, sour cream by 12 percent, and pot cheese by 13 percent.

Work in 1984 on further improving the structure of production in the dairy industry should be conducted by working out and introducing new types of improved quality dairy products and by expanding output of articles with increased protein content with fruit and berry, vitamin, and other enrichments.

On the basis of introducing progressive technology and new equipment and in addition increasing responsibility for maintaining technological processes and sanitary sophistication of production and quality of procured raw materials, production of dairy products of guaranteed quality and increased deliveries of better quality dairy products is envisioned. Thus, the production of better quality butter is planned to reach 98.8 percent of total production and of rennet (high grade) cheese up to 74 percent.

The task is being posed for all enterprise collectives to use milk which arrives more fully and rationally and to significantly increase reprocessing of secondary raw materials for nutritional purposes. More than 19 million tons of skim milk and buttermilk or more than 51 percent of the total resources must be sent for industrial processing. For whey, 5.8 million tons is to be reprocessed (47.4 percent); of this 1.9 million tons are to be used in the bread-baking and confectionery industry, which will make it possible to save more than 70,000 tons of flour.

In order to more fully satisfy demands of animal husbandry for feed, production and delivery of dry whole milk substitutes to agriculture is being increased to 270,000 tons and of liquid whole milk substitutes -- up to 800,000 tons, or by 13 and 20 percent respectively. The increase in production of liquid whole milk substitutes for animal young to drink will economize on heat-energy resources and in addition reduce expenditures in animal husbandry.

By taking advantage of the merits of the new form of industrial management within the agro-industrial complex, measures for expanding milk pick-up directly at farms and raising milk delivery to enterprises by special transport to 18.5 million tons (an increase of 16 percent compared to the 1983 level) are to be put into practice jointly with the USSR Ministry of Agriculture and the USSR Ministry of Procurement.

In accordance with decisions of the November 1982 and June 1983 Plenums of the CPSU Central Committee, an extensive set of measures for increasing

efficiency of production and significantly increasing labor productivity must be put into practice in the sector. To this end in 1984 the entire increase in production of output at existing enterprises must be insured by increasing labor productivity while reducing the number of working people on the average by 1-2 percent. In order to fulfill this task rates of technical re-equipping of enterprises and comprehensive mechanization and automation of production processes must be accelerated and progressive low-waste and no-waste technology must be introduced.

The plan for introducing new equipment and progressive technology in 1984 was worked out taking into account maximal utilization of completed scientific-research work recommended for introduction and of new technological equipment which is being received. More than 1,050 mechanized production lines, automats, devices, and other highly productive equipment will be set up at sector enterprises.

The sector's technical-production base will be further developed. For these purposes in 1984 capital investment totalling 753.5 million rubles, including 286.8 million rubles for construction-installation work is envisioned. Capital investment is primarily directed toward completing construction sites begun earlier, and in addition toward technical re-equipping and reconstruction of existing enterprises and construction of distant rayons of dairy industry enterprises to maximally reduce the radius of delivery of raw materials for processing and to reduce its losses during transport. More than 280 million rubles, or 37 percent of the total limit of capital investment is being directed to technical re-equipping of existing enterprises. Only five percent will be spent for newly begun construction.

In 1984 production capacities are to be introduced into operation for per-shift production of 1,166 tons of whole milk products, 23.85 tons of cheese 131.7 tons of dry skim milk, whole milk substitutes and dry whey, in addition to refrigerator capacities for 1,214,000 tons of simultaneous storage.

The November 1982 Plenum of the CPSU Central Committee defined further increase in labor activism of the masses as one of the key directions of economic and social progress. Today this is one of the most important tasks of party committees and Soviet, trade union, and komsomol organs.

The decree of the CPSU Central Committee "Further Development and Increased Efficiency of the Brigade Form of Organization and Stimulating Labor in Industry" and the decree of the USSR Council of Ministers and the AUCCTU "Measures for Further Development and Increased Efficiency of the Brigade Form of Organization and Stimulating Labor in Industry" were published recently. These documents, aimed at further increasing labor activism of the masses, convincingly showed the ever-growing role of brigades in accelerating intensification of production and in fulfilling decisions of the 26th Party Congress and subsequent Plenums of the CPSU Central Committee. Under contemporary conditions brigades are becoming the fundamental productive and social nucleus of labor collectives.

In order to fulfill the assigned task, further development of the brigade form of organization and stimulation of labor is envisioned; it will embrace

more than 77 percent of the workers. In light of this, special attention is being devoted to engineering support for their work, introducing labor passports, planning their activities, and paying for labor according to final results by applying the coefficient of labor participation.

The plan envisions continued introduction of standard designs of the organization of work positions for common worker occupations, encompassing 7,000 people and standard designs of labor organization in more than 1,300 sections, encompassing 16,500 people, and in 430 shops with approximately 10,000 people. By the end of 1984 more than 50 percent of the workers will be encompassed by all types of standard designs of labor organization. Work on improving organization and norm-setting for the labor of engineering-technical personnel and employees will continue.

An extensive role in solving problems of increasing labor productivity and work efficiency in the sector belongs to sector scientific-research organizations. Plans for their work envisions continuing research on building highly productive equipment which helps increase the level of mechanization and automation of technological processes, in particular equipment for producing structured protein products and drying milk and dairy products, and lines for producing pot cheese with a productivity of 5,000 liters of processed milk an hour.

The scientific-research plan envisions increasing the volume of work by recruiting scientists and specialists of organizations of the USSR Ministry of Instrument Making, Automation Equipment, and Control Systems, the USSR Ministry of Chemical and Petroleum Machine Building, and the USSR Ministry of Agriculture.

Cooperation is being expanded between sectorial scientific-research organizations of our country and CEMA countries on problems of rational and comprehensive processing of livestock, poultry, and milk, conserving raw materials and heat-energy resources, creating progressive packaging, and improving management and planning of production.

Along with putting research on elaboration of new equipment and progressive technological processes into large-scale operation, studying, summarizing, and disseminating initiatives of innovators and leaders of production, aimed at improving equipment and technology and reducing use of manual labor, is envisioned.

In 1984 measures will continue to be conducted to improve the organizational structure of management of the meat and dairy industry in correlation with agro-industrial complex development tasks. These measures envision closer interaction of the sector with partners, elimination of parallelism in the work of management organs, and development and improvement of interrelations between processing enterprises and suppliers of animal husbandry raw materials.

Implementing these measures for intensification of production, rational use of raw material, heat-energy and labor resources, introduction of new equipment and technology, improvement of the structure of production and improving assortment of processed output will make it possible in 1984 to reduce the prime

cost of commodity output on the whole throughout the Ministry by 130 million rubles as compared to the 1983 plan and to receive profits from industrial activities in a volume of about 4 billion rubles.

These are the basic tasks envisioned in the plan for economic and social development of the meat and dairy industry in 1984.

Particular attention must be devoted to eliminating existing shortcomings in industry work when fulfilling this plan. The main efforts of all labor collectives should be concentrated on strict observance of technological discipline and the sanitary regime, eliminating all kinds of losses and poor management, and fuller utilization of skim milk, buttermilk, and whey for producing output. Measures must be more decisively implemented for reducing the use of heavy manual labor, especially in loading-unloading and transport-warehouse work; introduction and incorporation of new equipment and progressive technology must be accelerated. All this will make it possible to more successfully fulfill plans for production and sale of output and assignments for increasing labor productivity, reducing the prime cost, and obtaining profits.

For the purposes of eliminating existing shortcomings, production sections lagging behind must be strengthened with personnel who show more initiative and are more qualified; the appropriate reporting and monitoring at industry enterprises must be organized; and the necessary measures must be adopted for stopping violations of labor, production, and technological discipline.

Union republic ministries of meat and dairy industry and the all-Union production associations must focus their efforts on organizational work to obtain the largest amount of milk possible for industrial processing, to use it rationally and efficiently, to reduce many types of losses, to further improve the assortment and quality of output, and to strengthen the regime for conserving raw material, heat-energy, and other material resources. It is essential to utilize all reserves and opportunities for increasing production of dairy products. This will promote the rapid solution of tasks which arise from the Food Program.

The assignment for 1984 envisioned by the plan must be considered the minimum. In connection with this it is necessary to expand organizational work greatly on the acceptance of counter plans and socialist obligations by enterprise and association collectives, keeping in mind not only their fulfillment, but significant overfulfillment of all technical-economic indicators for all enterprises of the sector.

As Comrade Yu. V. Andropov, General Secretary of the CPSU Central Committee and Chairman of the Presidium of the USSR Council of Ministers, emphasized in his speech at the November 1982 Plenum of the CPSU Central Committee: "Fulfillment of the Food Program must not be delayed. Working people in the agro-industrial complex must increase their efforts day by day and labor so that the enormous means directed to fulfilling this task yield results today, and even more tomorrow."

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

STATUS OF KAZAKH BAKING INDUSTRY DESCRIBED

Progress, Problems in Baking Industry

Alma-Ata SEL'SKOYE KHOZYAYSTVO KAZAKHSTANA in Russian No 9, 9 Sep 83 pp 14-15

[Article: "Behind the Word 'Bread'--Excitement and Work"]

[Excerpts] Mikhail Petrovich Kravchenko has a special right to speak of bread. There are combat orders and medals among the labor decorations in his photographs taken on special occasions. These are for the defense of Leningrad during the difficult years of the blockade.

Bread is baked in various ways in different places and has different names, but it is a sacred thing for us, our pride.

This is perhaps precisely what has determined Mikhail Petrovich's path in life--baker, master baker, shop chief, bakery director and chief of the Karaganda Baking Industry Association.

Whenever Mikhail Petrovich visits Leningrad, which has become eternally dear to him, he always goes to the city's defense museum. With excitement he goes up to the exhibit--no, although it is a museum one does not want to call it that--to the glass display case, which contains for eternity a small piece of bread from the blockade, the allowance, the ration. This is what produced the strength to hold the weapons.

We held out, and bread continues to be sacred for us. It is good, and it is always needed....

Relatively recently Mikhail Petrovich reported to the Collegium of the USSR Ministry of the Food Industry on the association's work. The fact is recognized that the Karaganda workers achieved the lowest expenditures for the branch in the first quarter of this year, and consequently the highest profits. The association is successfully fulfilling the state plan. The Collegium of the USSR Ministry of the Food Industry and the Presidium of the Central Committee of the Trade Union of Food Industry Workers awarded the association first place for its successes in the socialist competition, and awarded it the Red Banner and a monetary prize.

The following is Mikhail Petrovich Kravchenko's account of the work performed by the association collective.

The value of bread has not decreased even today, of course. I frequently tell this to the young people who were born after the war and who know about the Leningrad blockade only from books or from the accounts of their fathers and grandfathers. As for myself, I have had a sacred respect for bread all my life. It is the crowning point, the culmination of the grain grower's difficult work. And it is the task of our association's workers to make it a joy to people, to make them amazed at the baker's skill, to make it a pleasure for them to eat the bread.

The association includes 12 bakeries. They are located not just in Karaganda and its satellite-cities, but also in Dzhezkazgan, Balkhash and Karazhal. Bread baked in the city shops also goes to the workers on nearby sovkhoses.

Our plans, our efforts and skill are directed primarily toward improving the quality of the bread. All of the production technology serves this purpose. Also, it goes without saying, toward the complete and uninterrupted meeting of the people's needs for baked goods, pastas and confectionery items.

The priority task now is that of improving the material and technical base at the enterprises. We are spending considerable funds to strengthen it and create the necessary capacities. And we try to use them economically. We are not building new bakeries but are using our capabilities and reserves to reconstruct the old enterprises. Is it advantageous to "give a new appearance" to enterprises? I maintain that it is. We recently completed reconstruction of Karaganda Bakery No. 5. Its rated capacity was 60 tons of bread per day. That did not satisfy us. It was not a matter of a shortage of bread in the stores. There was enough, and we received no complaints from the population. New apartment buildings are being built, however, and the populations of the mining cities are growing. This means that we need to work with the future in mind. Besides, if we decided to modernize many of the bakeries, it was perfectly possible that this would result in a situation in which some enterprise would stop operating or would bake less bread. And we need bread every day.... In an existing building we set up three production lines with KhPA-40 ovens and built a facility for the bulk storage and intra-plant distribution of the flour. The enterprise's capacity increased by 60 tons as a result. The bakery now sends 120 tons of bread to the city stores each day.

Reconstruction is not a simple matter. It involves a lot of work and just as many problems as new construction. It is possibly even more difficult. We always need to think about the end result, however--the advantages.

The first step was a good one. The reconstruction work cost 360,000 rubles. It would have cost us 3 million rubles to build a new bakery with the same capacity. In addition, by installing flow-lines and mechanizing the production processes we made the work substantially easier, reduced the number of workers and raised labor productivity by 18 percent. And it is very important to create optimal conditions in which people can work productively.

A number of production sections, shops and lines are presently undergoing reconstruction at other bakeries. We can now boldly state that the capacity of our enterprises is fully adequate to meet the population's demand for bread and other baked goods and confectionery items.

The CPSU Central Committee and the USSR Council of Ministers have adopted a decree aimed at achieving more economical use of bread and other baked items. The measures cover a number of problems. Bread can be saved in different ways. One of the ways is to use it prudently. It is painful to see the uneaten pieces of bread which are sometimes left on the tables in the dining halls. Even sadder is the fact that procurements of food scraps are planned for the public catering enterprises (and these are increasing). Is this proper? We bake for people....

Then there is the following way to save. All of the association's bakeries switched to the baking of bread weighing 700-900 grams. If we look at it from the narrowly departmental standpoint, this is extra work for us. The baker does not think of himself, however.... The output of rolls and buns weighing 500 grams or less has been increased. The number of national products and bagels has increased considerably. Whey is being extensively used. More than 4,330 tons of whey was processed in 1982. How frequently the customer thrusts a stale roll into a string-bag and has an unkind word to say about the baker. He is sometimes not to blame, in fact, he is most frequently not to blame. Departmental barriers and narrow departmental interests prevent the fresh bread from reaching the store. Previously bread was delivered to the stores once a day. Furthermore, frequent deliveries did not entirely suit the trade enterprises. They had to pay our bakeries for delivering the products. This kind of conservation was to the detriment of the consumers, however, and not just to them. We demonstrated the need to deliver bread and other baked items to the stores two to four times a day. The customers are satisfied, and there has been a significant reduction in the quantity returned to the bakeries, so-called outside spoilage.

In general, I experience a feeling of guilt and bitterness when I have to talk about bread rejected for any reason. Unfortunately, we have still not been able to eliminate all of the causes. Spoilage in production occurs because of disruptions in the supply of electric energy or water to the bakeries, or because of equipment breakdowns. Outside spoilage occurs when the trade enterprises order more than they can sell. The stale bread returned to us is not wasted, of course. All of the bakeries have shops for processing it--into dried kvass, as an example. The association's workers are still troubled by this, however, and we are seeking ways to reduce the quantity of bread returned to the bakeries. We managed to reduce returns by 170 tons in 1982, compared with the 1981 level.

A great deal is also being done to improve the product quality. Spoilage in production frequently begins with the flour. The milling industry workers do not always provide us with flour of the required quality and grade. And so we have to grade it ourselves. We do many of the things which others should be doing. Take the matter of a centralized yeast supply, for example, quality yeast, which would assure that good bread is baked. But we make the

yeast ourselves. Preparing the yeast is a delicate job, the yeast cells are unpredictable, and it is difficult to control the reproduction process. Specialists and certain equipment are needed. Our prime concern is still for quality, however. Our specialists decided to perform the inspection not at the end, on the finished product, but during the production process, by operation. This produced good results. Spoilage in production dropped markedly.

The master and the bread.... There is a direct relationship here. Although machines do much of the work at our bakeries, the ability and diligence of the people and their love for the work continue to have the main role. We still say, as we did many, many years ago: "As the baker is, so is the bread."

The association's workers understand that the destiny of the grain grower's work lies in their hands. What they make of the grain grown by the farmers will determine what people think of them. Our masters do not consider the time. They work as much as they have to. In this respect they are like the grain growers. Conscientiousness and honest performance of the job--these things are absolutely essential, but they are not enough. Skill is necessary. And we train the masters ourselves, first at our vocational and technical school. We carefully select the trainees for the school. We provide all the necessary conditions for the training of the students and for their rest and relaxation. We teach them to bake bread. We then recommend the most suitable ones for training at a VUZ. A branch of the Moscow Food Industry Institute has been opened in the association. During the sessions the instructors come to us, and the students take the exams, one might say, without interrupting their work in production. A total of 47 of our workers are now studying by correspondence. We help them with their training in every way possible. And we lose nothing by doing so. A strong collective has been formed at each bakery, headed by veteran specialists. There are many workers who have devoted their entire lives to baking.

In recent years a great deal of attention has been devoted to the assortment of baked goods. It seems to me that we need to regulate this matter. It is very well, as they say, when there are fancy foods on the table everyday. But let us be frank: There are far more everyday dinner tables than festive tables, and this, after all, is what prudent food consumption means. The situation with respect to the production of "fancy foods" is the following. Up to 1981 our bakeries turned out around 30 different items. This greatly complicated the work, required constant adjustment of the temperatures in the ovens and a great deal of manual work, and increased the cost of the products.

This is what our colleagues, the Leningraders, did. They came out with an initiative to reduce the assortment. They began making four kinds of buns and rolls, machine-processed and shaped like small French loaves. They had conducted a preliminary survey of around 25,000 city residents, and most of them named these four kinds. What about those who need a holiday pie on a certain day, however? There is a catalog display in a prominent place in Leningrad's bakeries. For an additional price the customer can select what he needs from the catalog and place an individual order for it.

In our view, such an approach to the matter is intelligent and economically advantageous and is worthy of universal adoption. With respect to us workers

in the Karaganda Association, we believe that the initiative of the Leningrad workers will be extensively applied here in the near future.

What are our tasks and prospects? Experience has shown that the organization of bulk shipment and storage of flour is an important factor in the conservation of bread. In 1982 three storage facilities were built with our own resources at the Temirtau, Saran and Shakhtinsk bakeries. Flour wastage dropped. Bulk shipment will be introduced at the other bakeries as well.

We are pinning great hopes on the bread, pasta and confectionery combine presently under construction in Karaganda. It will have the latest equipment. This will make it possible to significantly improve the quality of the baked goods. Many matters pertaining to the social and economic and the cultural development of the combine's collective will be resolved. It is planned to build pre-school facilities, a dormitory, a general health center, a club, a culinary store and a dining hall. This will help to retain personnel and reduce turnover.

There are difficulties which we cannot handle ourselves, however. These have to do primarily with providing the bakeries with raw and processed materials, spare parts and equipment and especially, containers. Of 684 units of equipment ordered last year, for example, we were allocated 249 and only 213 were delivered. We are greatly in need of trays and containers for shipping the finished product.

There are many difficulties. If the people work together harmoniously, honorably and earnestly, however, they can ultimately be overcome and good results can be achieved. This is precisely what the workers in our association always strive for. Fulfilling decisions coming out of the June 1983 Plenum of the CPSU Central Committee and the 10th Plenum of the Central Committee of the Kazakhstan Communist Party, they will make a fitting contribution to the realization of the nation's Food Program.

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Follow-Up Report

Almy-Ata SEL'SKOYE KHOZYAYSTVO KAZAKHSTANA in Russian No 1, Jan 84 p 24

[Report: "Behind the Word 'Bread'--Excitement and Work"--In the Kazakh SSR Ministry of the Food Industry]

[Text] An article about bread and about the association's work, the difficulties and problems, by M. P. Kravchenko, chief of the Karaganda Baking Industry Association, was published under the above title in issue No. 9 of the magazine for 1983.

"Our plans, efforts and skill," Mikhail Petrovich underscored, "are aimed primarily at improving the quality of the bread there. Everything is designed to

serve this purpose: both the production technology and the efforts of the association's workers, who are well aware of the fact that the fate of the grain grower's work lies in their hands."

Bulk shipment and storage of flour has been introduced at the association's bakeries. Storage facilities have been built at three of them, using their own resources.

A large bread, pasta and confectionery combine is being built. It will have the latest equipment. This will significantly improve the quality of the baked goods.

There are difficulties which the association workers cannot always handle themselves, however. They have to do with providing the bakeries with raw and processed materials, spare parts, equipment and especially, containers.

The article was discussed in the Kazakh SSR Ministry of the Food Industry. Instructions were issued for it to be discussed in the collectives of all the republic's baked goods enterprises.

It was also recommended that a study be made of the experience of the Karaganda Baking Combine in expanding production output by reconstructing existing bakeries, improving quality, reducing the amount of stale bread returned from the trade system, and reducing flour losses.

With respect to providing the Karaganda Association with containers, special container storage facilities will have been built by the time the bread, pasta and confectionery combine goes into operation, and the shortage problem will be resolved.

We still have the complex problem of providing the association with production equipment, since the USSR Ministry of Machine Building for the Light and Food Industry for various reasons fails to provide the baking enterprises with 30 to 60 percent of the essential quantity of machinery and other devices each year.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

SHORTAGE OF CONSTRUCTION MATERIALS DISCUSSED

Kiev EKONOMIKA SOVETSKOY UKRAINY in Russian No 11, Nov 83 pp 88-90

[Article by A. Zaporozhetz, economist: "Problems in Developing and Increasing the Effectiveness of Construction Material Trade"]

[Text] The growth in the national prosperity level, which has been defined by the decisions of the 26th CPSU Congress, is inseparable from the fuller satisfaction of the population's demand for various goods, among which construction-type goods occupy an important place. The sale of only the basic types of goods in this group grew by more than 40 percent in the Ukrainian SSR during 1971-1982.

The specialized republic Ukrtorgstroyaterialy association, on which was placed the wholesale and retail sale function of lumber and construction materials in cities and city-type settlements, was established in 1978 in order to satisfy more fully the population's requirements for construction-type goods. The organization of a specialized wholesale and retail association permitted the capacity of the construction-type goods market to be expanded, the material trade base to be improved, the growing demand of the population for these goods to be satisfied more fully, and the effectiveness of trade and the quality of servicing purchasers to be raised. As a result of the work which has been performed, the sale of the main groups of construction-type goods to the population increased during these years at the following rates: for construction materials-- 1.6-fold, for nails and fasteners-- 1.5-fold, plumbing equipment -- 1.4-fold, wallpaper -- 1.9-fold, and linoleum -- 1.4-fold.

However, there are still quite a few unresolved problems and unused reserves in expanding the trade in construction-type goods and in further increasing its efficiency. The most urgent one of them is the need to find reserves for increasing commodity assets in order to satisfy more fully the population's demands for construction-type goods. At the present time, they are being satisfied by a little more than 40 percent based on the estimates of specialists.

The main source for increasing commodity assets of construction materials is a growth in their production volume in the industrial enterprises of the republic's ministries and departments. At the present time, not one of the

industrial ministries and departments of the Ukrainian SSR is satisfying the total amount of requests from the Ukrorgstroy materialy association. The results of the republic's wholesale industrial fair for purchasing construction-type goods in 1983 showed that the requirements of the republic's trade organizations were not being satisfied by industry for 260 types of goods worth more than 90 million rubles. Under these conditions, measures to increase the output of construction-type goods by the enterprises of union-republic and local subordination had to be adopted. It is necessary to use more broadly the opportunities for increasing the production of local construction materials and commodity assets by delivering production wastes and substandard items (linoleum mats, reinforced concrete items, wood particle boards, plywood, lumber materials, etc.) to the trade organizations.

The work to expand and update the selection of construction-type goods requires further intensification. In 1983, only 140 of the 1,100 types of goods in this group, which were offered for sale by industry, were new ones. The annual coefficient of updating the selection of construction-type goods was only 13 percent during the last three years, at a time when it was 20 percent for household-type goods and 26 percent for cultural goods. Many of the types of new construction items, which are being offered by industry during wholesale fairs, are being produced in small amounts and do not exert considerable influence on the level of satisfying the population's demands. Cases occur where the output of new items is limited to only the first test batches.

The work to update the selection of construction-type goods must be performed systematically and have a planned and regulated nature. For these purposes, the workers in the republic office must compile a detailed listing of the new models which are being recommended for development, determine the required production amounts of goods for each article (both for the needs of the republic and for inter-republic deliveries), and recommend individual models of goods to the manufacturing enterprises. Taking this listing into account, a specific work plan with industry must be completed for the five-year plan broken out by years for each oblast office.

As Yu. V. Andropov, general secretary of the CPSU Central Committee, pointed out during the November 1982 CPSU Central Committee Plenum, under present conditions the "task consists of not only increasing production but also of significantly improving the quality of consumer goods. This concerns not only light and local industry but also heavy and defense industry enterprises". The fact that items worth 2.4 million rubles were returned in 1982 to the suppliers by the association's trade organizations for low quality and the amount of high quality goods was lowered testifies to what importance this has for goods in the construction group. All told, 29 items with the state seal of quality, or 2.6 percent of the overall number of them, were offered by the industrial enterprises during the wholesale fair for purchasing construction-type goods in 1983. At the same time, this indicator was 14-18 percent in the wholesale fairs for purchasing household items, furniture and several other types of goods.

The expansion of the trade turnover and the level of satisfaction of the population's demands for construction-type goods are determined not only by the volume of their purchases but also by the control over the timely delivery of these

goods in the stipulated amounts and selections by the individual suppliers. In 1982 alone, the volume of construction materials, which were not delivered to the association, reached 50 million rubles or 19 percent of their overall retail sales volume. The demand for such goods as industrial wood, lumber, standard-type houses, sets of components for houses, cement, corrugated asbestos boards, nails, and many other goods, is still not being completely satisfied. The main reasons for this are the failure of the suppliers to fulfill production programs, the insufficient allotment of railroad cars, and the absence of the necessary delivery discipline.

An analysis shows that industrial enterprises basically cope with production plans but far from always manage the tasks for delivering goods to the trade organizations. This is connected with the fact that the indicators, which are in effect for evaluating the work of production enterprises, and the system for awarding bonuses do not sufficiently orient labor collectives toward the timely and complete fulfillment of the contracts concluded with the trade organizations. It is necessary to accelerate the introduction of 100-percent fulfillment of contracts as the main evaluation indicator for the work of an industrial enterprise.

The further expansion of trade in construction-type goods is linked to a considerable degree with an increase in efficiency and with the more efficient use of labor, material and financial resources. During 1978-1982, the profitability level (measured as a ratio of total profits for trade activity to the total retail trade turnover) grew almost twofold. However, the trade turnover expansion during these years was carried out to a considerable degree through extensive factors -- the expansion of the material technical base for wholesale and retail trade and an increase in the number of workers.

Under modern conditions, the expansion of trade must be carried out based on intensive factors and primarily on the basis of an increase in labor productivity. The task has been assigned to insure an increase in trade turnover with the same or fewer number of workers. Yu. V. Andropov pointed out during the November 1982 CPSU Central Committee Plenum: "It is necessary to create those conditions -- economic and organizational -- which will stimulate quality and productive labor". It is also necessary to find reserves for increasing the return on investment in the construction-type goods trade. What reserves do the trade organizations and enterprises of the association have at their disposal? One of the reserves for increasing effectiveness in the use of labor, material and financial resources is to select correct forms for the specialization of the stores. As is known, the variety of construction-type goods is being sold at the present time in Stroitel'nyye Materialy stores and also in the narrowly specialized stores of the Oboi, Bytovaya Khimiya, Santekhnika, Sadovod type and others. The grouping of stores according to the types of their specialization shows the undoubted advantages of narrowly specialized stores: Labor productivity in them is higher by 31 percent, and trade turnover per one square meter of trade area -- by 30 percent in comparison with Stroitel'nyye Materialy stores which sell all the basic items in this group. At the same time, enterprises with a narrowly specialized variety were a little more than 10 percent in the overall number of association stores

that were investigated although all of the listed types of specialization had been provided for by the approved nomenclature of types of stores. The bringing of the percentage of narrowly specialized stores in the Ukrorgstroyaterialy association to 25 percent would permit labor productivity in retail trade to be raised by 3.6 percent on the average, and trade turnover for one square meter of trade area -- by 3.4 percent in comparison with the 1982 level.

Considerable reserves for increasing the work effectiveness of enterprises in the construction goods trade are contained in their enlargement. In large stores, there are more capabilities for expanding the variety of goods, using trade equipment more fully, decreasing the level of commodity stocks, and increasing the quality in servicing purchasers. Calculations show that the labor productivity of salesmen increases by 0.9 percent and trade turnover per one square meter of trade area -- by 1.4 percent with a 10 percent increase in the size of the sales area of stores handling construction-type goods.

The effectiveness of the work of trade enterprises will depend to a certain degree on the nature of their siting. The distinctive feature of trade in goods of this group is that their sales must be concentrated primarily close to the areas of new housing, cottage or garden construction and in kolkhos markets. As a rule, with such a siting trade turnover for one worker and for one square meter of trade area in the stores is 10-15 percent higher than in similar types of trade enterprises which are located in housing which has taken shape.

An important reserve for increasing the effectiveness of trade in construction-type goods is the further introduction of advanced methods for selling goods. The grouping of stores for trade in construction materials has shown that under the conditions of selling goods using the self-service and by model methods with their correct organization), trade turnover for one sales clerk is 11 percent higher and for one square meter of trade area -- 16 percent higher than selling across the counter. Only 23 percent of all the association's stores used these progressive selling methods at the beginning of 1983. Calculations show that the labor productivity of the sales clerks in the retail link would increase by 4.7 percent and trade turnover for one square meter of selling area -- by 6.3 percent with a complete shift of the association's stores to selling goods using the self-service method and by models.

When examining ways to increase the effectiveness of selling construction-type goods, it is necessary to dwell on another reserve -- the involvement of above-norm stocks of goods in the trade turnover. An analysis shows that more than four million rubles of above-norm stocks of goods existed in the enterprises of the association's individual oblast offices at the beginning of 1983. This diverts a significant portion of the association's financial resources and has a negative effect on the use of the warehouse and trading areas of the enterprises. A significant role in this matter must be allotted to a more efficient movement of the mass of goods and to the finding of ways to accelerate the rate of goods turnover by intensifying the trade in individual goods.

The further improvement of the management of retail trade and the creation of dispatcher services in all oblast offices of the association will permit

the supplying of construction goods to the republic's population to be significantly improved and the effectiveness of using motor vehicle transport and loading and unloading devices to be increased.

The association's trade organizations have a considerable automotive park at their disposal -- more than 500 trucks were in the association at the beginning of 1983. However, there are considerable reserves in using motor vehicle transport assets: According to 1982 data, the technical readiness coefficient of these assets was 0.72; the run utilization coefficient -- 0.53; the load-carrying capacity utilization factor -- 0.89; and the average daily work time of a motor vehicle was 8.2 hours. The low indicators in the operation of motor vehicle transport are explained by the insufficient allotment of spare parts, fuel and lubricants and also by a number of organizational shortcomings.

The use of the listed reserves will permit trade turnover to be increased and the effectiveness of the association's trading activity and the quality of the population's trade servicing to be increased.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

IMPROVED EFFICIENCY IN TRADE DISCUSSED

Kiev EKONOMIKA SOVETSKOY UKRAINY in Russian No 11, Nov 83 pp 91-92

[Article by O. Pis'menskaya, candidate of economic sciences, and L. Pilipenko, Voroshilovgrad: "On Experiences in Incorporating Plans for Integrated Trade Innovations"]

[Text] In accordance with the decisions of the 26th CPSU Congress and the 14 January 1982 decree of the CPSU Central Committee and the USSR Council of Ministers "On Measures To Further Expand Trade and Improve the Trade Servicing of the Population During the 11th Five-Year Plan" the task of completely streamlining it has been placed at the basis of all organizational work to expand and improve the population's trade services.

The complex inter-branch program for streamlining trade is being implemented in several directions; improving the organizational structure for managing trade; effectively using existing trade areas; further developing and improving selling methods; and incorporating advanced technologies for delivering goods using packaging equipment.

A more intensive implementation of the complex program has been provided for in 16 cities and regions of our country. Among them is Voroshilovgrad which has already achieved considerable success in streamlining trade. An advanced goods supply technology, to which 87 stores have been shifted at the present time, has received special development in the city. The percentage of these stores in retail trade turnover has reached 52.3 percent, and their share of the trading area is 48.5 percent.

By 1985, the incorporation of the advanced trade supply technology into 491 of the oblast's stores, the manufacturing 66,000 containers and appropriate equipment for 151 motor vehicles, and the shift of 22 industrial enterprises to the container shipping of products have been provided for by the plan for the integrated streamlining of trade which was approved by the Voroshilovgrad Oblispolkom.

As a result, 90-95 percent of the retail network for food trade and 20-25 percent of that for industrial goods will be shifted to the transporting, storage and sale of goods using packaging equipment by the end of the five-year plan.

The economic effect from incorporating packaging equipment in retail trade, which has been calculated by the merchandising and trade economics department of the Voroshilovgrad branch of the Donets Soviet Trade Institute, reached 21 rubles for only one ton of goods and approximately 200 rubles when recalculated for one container.

A definite change in management's organizational structure is also being carried out in Voroshilovgrad along with the introduction and development of the progressive supply technology. However, these changes will not bring such rapid and clear positive results as the use of packaging equipment. The establishment of the retail Promtovary association in the city is an example of this. First, the volume of its retail trade turnover was 64.8 million rubles at the time of its establishment -- at a time when the All-Union Scientific Research Institute for Trade Economics and Management Systems had determined that "the retail trade association in the USSR Ministry of Trade system is the basic (primary) link for managing retail trade with a trade turnover of more than 100 million rubles a year, in which the majority of the management functions are centralized by merging stores or other trade organizations and enterprises and by concentrating the management apparatus, assets and resources and conditions created for increasing the quality in managing the trade network and the efficiency of the organization's functioning." The establishment and operation of urban industrial stores is recommended with a lesser volume of commodity turnover (up to 50 million rubles).

Second, neither the scope nor the nature of the retail association's activity has changed when compared with the previously existing urban industrial store. It trades in industrial goods along with numerous enterprises in various ministries and departments. The majority of the association's stores are located on the outskirts of the city, are considerably separated from each other and are in poorly outfitted premises.

The formation of amalgamated boards of directors for the stores, which have been created at the present time but which are practically not functioning, and of a dispatching service is no lesser a problem. The difficulty in forming them are connected with the additional expenditures for the management staff because the maximum appropriations for maintaining the management staff of retail associations remains at the level of the store. Moreover, the necessary organizational regulations such as statutes on departments and position instructions, are still absent in many of them.

As a result, the reorganization of the urban industrial store in the retail association has not insured an improvement in management activity indicators. During 1982, the retail trade turnover plan was fulfilled by only 97.9 percent, that is, with a planned 66.76 million rubles, the actual fulfillment was 64.78 million rubles. A decrease in commodity turnover is also being observed when compared with the same period of last year. It is 0.04 percent, or 25,000 rubles. The profit plan was underfulfilled by six percent, or by 156,000 rubles. The amount of decrease as opposed to its actual size in 1981 is 122,000 rubles or 4.7 percent.

Thus, the creation of the retail Promtovary association in Voroshilovgrad is premature and ineffective. It has not been supplied with objective preconditions, especially the appropriate initial volume of retail commodity turnover. Considering the growth rate of the retail commodity turnover of the earlier existing urban industrial store during the period 1975-1980 (under the condition of an absence of significant changes in the material technical base), the required optimum volume of commodity trade turnover for the functioning of the retail association (99 million rubles a year) will be achieved by 1990. At the present time, the urban industrial store -- the most effective organizational form for trade in these goods under modern conditions -- should, in our opinion, trade in industrial goods in the Ukrainian SSR Ministry of Trade system.

In conclusion, we would like to point out that the development and incorporation into practices of integrated streamlining plans is a protracted and laborious process at whose basis should lie a sound validity and the objective necessity of the improvements which are taking place in trade.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

DEFECTS IN REFRIGERATORS EXAMINED, CRITICIZED

Moscow KOMMERCHESKIY VESTNIK in Russian No 24, Dec 83 pp 30-31

[Article by Docent, Candidate of technical sciences T. Maksudov: "Why is There Not Enough Cold in the Refrigerator? On Shortcomings in Normative and Technical Specifications"]

[Text] The provision of the country's population with domestic refrigerators amounts to 89 percent at present. The raising of this indicator is hampered by the disparity in variety and customer demand. They are not satisfied with the poor reliability and insufficient comfortableness of some brands of refrigerators. Associates of the Samarkand Cooperative Institute undertook to find the reasons of unpopularity of refrigerator apparatuses in their region. Docent, Candidate of Technical Sciences T. Maksudov describes the results of this study.

A study was made of the condition of production, the quality of normative and technical specifications and the reliability of the Samarkand refrigerator, whose production was discontinued in 1982, and of the Snezhinka refrigerator, which is being produced at present. The reliability of operation during the warranty service period was determined on the basis of the materials of the Household Appliances Repair Association [Rembyttekhnika] for 3 years (1980-82).

It was ascertained that more than 10 percent of the production output does not maintain the mean-time-between-failures normative. That is why the plant, which turns out 90,000 refrigerators a year, spends nearly R500,000 annually for warranty servicing. More than half of all defects occur owing to premature failure of sets of items (49.5 percent) and poor quality of heat exchangers and polystyrene sheets (9.7 percent).

The infiltration of poor sets of items and materials through the input control occurs mainly owing to imperfection of the approval test methods and a lack of correlation of standard requirements for semimanufactures and finished output.

The most widespread defects are: jamming in the compressor (17.3 percent), intercoil shorting (13.9 percent), leakage of coolant in the condenser (11.3 percent), in the joints of the cooling unit (8.2 percent) and in the compressor (7.3 percent) and contamination in the cooling unit (3.6 percent).

Altogether nearly 18 defects were recorded, including some such as the damage of the refrigerating cabinet and hatch that can be easily corrected and others that are very difficult to correct.

Defects of motor compressors can be revealed in good time before installing them in a refrigerator. The necessity of preliminary control is also dictated by the fact that owing to faults of the compressor (for example, intercoil shorting), other units become unfit at the same time (the evaporator, the capillary tube and the dehumidifier filter become contaminated).

The study has indicated that defects of the compressor are revealed during the first months of operation, and sometimes even on the first day of its use. At least daily running tests of the motor at the incoming control should be introduced.

But the approval test methods and the all-union state standard 17008-79(5) do not provide for such an operation. The document, which is used as guidance by the Samarkand plant, does not provide for any approval tests during the input control at all. It states that "in substantiated instances the consumer has a right in the presence of an authorized supplier to check the compressor according to any type of testing, which is not included in the present methods but provided for by the all-union state standard. The program of testing, the volume of sampling and dissemination of test results in each individual instance must be coordinated with the supplier."

Another reason for frequent breakdowns of the compressor is the unreliability of suspension. During transportation, the motors with poor fastening to the casing fly off the suspension or are being dislodged.

The quality of a motor compressor can be easily determined before installing it into a cooling unit by testing it for transportation jarring. For this purpose the approval testing program must be supplemented with a paragraph providing for a requirement to maintain efficiency of compressors after the effect of transportation loads. It is also necessary to provide that not only experimental units but the entire output is tested for jarring.

During the warranty service period, the coolant quite often leaks into the evaporator. An average of 5 percent of unfinished work pieces of aluminum heat absorbers from which evaporators are made are rejected at the Samarkand plant annually. Out of them nearly 1 percent of the defects are discovered during production tests of the units, which involves additional expenditures.

The cause of the defects lies in the fact that technical conditions do not stipulate control of sealing, the volume size of channels and the thickness of heat absorber walls directly in production. The technical conditions [TU] make a stipulation that complete or selective control of the volume size of channels, sealing and thickness of the channel walls is conducted by a consumer enterprise at its own discretion.

Taking into consideration that production quality control basically must be conducted by a producer, and considering the lack of means for carrying out

this operation by a consumer (without overall control it is difficult to bar the way to defective sheets), this control should be introduced at the producer plant.

Damage of the refrigerating cabinet is quite often discovered during the warranty service period. The cause of these defects lies in the shortcomings of normative and technical specifications. The all-union state standard [GOST] 19784-74(9), which was in force until 1981, pointed out that in the manufacture of large plastic articles with deep drawing, such as inner cabinets of a refrigerator, only type 1 sheets are used, and that is why strips and ribs that are more than 0.1 mm deep are not allowed in them. Type 2 sheets were intended for articles with small drawing, since breaks are formed in deep drawing on softened unfinished work pieces with defects that are more than 0.1 mm. Then instead of this all-union state standard, the sectorial standard [OST] 6-19-510-80(10) was developed, which maintained that type 2 sheets are suitable for the manufacture of articles by the thermal forming method. This has led to the fact that more type 2 sheets than needed are delivered to refrigerator plants and the supply of type 1 sheets was reduced.

Paragraph 2.7 of the aforementioned sectorial standard points out that the quantity of type 2 sheets, which are intended for inner lining of refrigerators, should not exceed 15 percent. Since the term "inner lining" implies not only the inner door panel but the refrigerating cabinet as well, the suppliers are shipping to refrigerator plants 15 percent of type 2 sheets regardless of their thickness. This type of sheets can be used only in the manufacture of inner door panels but not cabinets.

Proceeding from the foregoing, it is recommended that the third indention of paragraph 1.1 of the aforementioned sectorial standard be set forth as follows: "Type 2 sheets intended for the manufacture of articles with small drawing and used as lining and fabricating material."

Moreover, the aforementioned sectorial standard allows the manufacture of sheets 630 to 1,520 mm long with a change interval of 10 mm and 700 to 1,450 mm wide with a change interval of 50 mm. That is why refrigerator plants are supplied sheets of various size, although the plants need a definite size. For example, the Samarkand plant needs only sheets that are size 6.25X725X1,380 mm for the manufacture of cabinets. Because the plant has been receiving sheets of various size, some of them are rejected and some are used with great overexpenditure. Instead of the 6.5 kg per cabinet according to the norm, an average of 7.3 kg is used. This situation dictates the need for including a paragraph in the sectorial standard providing for a unified series of sizes of polystyrene sheets intended for the manufacture of refrigerator cabinets of various capacity.

The sectorial standard allows the output of type 1 polystyrene sheets that are 6.25 mm thick with a deviation ± 0.4 mm. In this case, fine transparent webs, which are subject to puncture, form on a cabinet's corners and edges which support the shelves. It is no mere chance that 4.5 percent of cabinets are rejected for this reason during interoperational inspection at the Samarkand

Refrigerator Plant. It is advisable to make the thickness tolerance more stricter and to provide for all-round inspection of sheet thickness during an input control or before forming.

It should be said in conclusion that if the existing shortcomings in normative and technical specifications are eliminated, the quality of refrigerators will greatly improve.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

ISSUE OF GREATEST FOOD VALUE FOR MONEY DISCUSSED

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[Article by Yuliya Khodosh, candidate of economic sciences: "How To Find the Extra Ruble"]

[Text] How do we spend our money? Each household has its own traditions and procedures. Some set aside part of their monthly wages, others spend everything without creating any savings. Some are on an eternal quest to find five rubles until payday, others borrow money as a matter of course. But there are still general laws, quite strict laws, according to which the family budget is organized and regulated.

Naturally, the smaller part of a family's incomes goes to satisfy the most urgent requirements--food, clothing footwear--without which life is virtually impossible. Incomes are growing and so the proportion of expenditures used for the most important needs is shrinking, even though the size of these expenditures is growing. And, as is known, all material goods acquired, except for food, can become limitless. For example, someone has recently purchased some beautiful, fine furniture, but now wants to replace it with more modern furniture that costs even more. One's wardrobe can be endlessly renewed. And even the acquisition of a car or the construction of a dacha does not signify some kind of final frontier to expenses, for then we want the latest model, and we want to make our out-of-town home more comfortable. Is this necessary? Does this make our life more filled and more happy? On the other hand, if a family has at its disposal assets acquired by honorable labor, why not spend it?

We said all material goods except food. For with food the situation is really special. The physiological requirements of the body are not limitless. And this means that there is a "ceiling" to the amount of money spent on food. And if you buy products that exceed the family norm for nutrients then this is merely a senseless waste of money. You overeat, and this means that you do harm to your body. There is also another variant: waste food in a home is excessive.

And so, do we know how to spend money? For many people this question will probably give rise to a sarcastic smile: just give me the money, they say, and I will know how to spend it, and we will manage with the rest! Alas, observations shows that by no means all the assets available to a family are spent rationally.

"We don't have enough money, everything goes for food." People who are quite well provided for often say this. But at the same time they are often unable to say how much the family spends on food and whether these expenditures have increased or decreased in recent years. We are accustomed to "keeping half an eye on it," trusting to our feelings. And these feelings often deceive us. "We spend it all on food..." But just a minute, you also buy clothing and footwear, and even that color television set. It is a kind of optical illusion: the purchase of a television set is an infrequent enough event, but we buy produce almost daily, and several times a day we sit down to table. These expenses may be relatively small, but they are regular.

There is another category of expenditures, small when taken in isolation but extremely significant when added together, that nevertheless often occur without any trace of it left in our consciousness. Sanitation and hygiene products, cosmetics, writing materials, safety pins and hairpins, souvenirs and gifts, books, flowers, cinema tickets... And goodness knows what else!

Nevertheless, we now spend one-third of our family incomes on food. But this is an average. And how is the budget organized in any particular family? Even if you have managed to calculate how much money you spend on food, you have to know whether this is a lot or a little. Can these assets be switched for other expenses? Can they be reduced without harm to the health? Incidentally, the following kind of situation occurs quite often in life. A person decides to engage in full-time studies, away from production, and the family income falls. It is a young family and the husband and wife will probably experience material difficulties for the first time. Well, we say to ourselves, we shall just have to tighten our belts. We must save. But how? Using what?

Before answering this question let us consider something very simple: what does a good diet mean? As a rule, people with a high income level spend twice as much on food as those who have modest incomes. Their expenses in terms of calories also increase, that is, their diet includes more expensive products. But does this mean that those who pay more eat better? Not at all. So-called "good quality" food is often loaded with calories. And the proportions between nutrients are unbalanced: as a rule, while the body has a high requirement for animal protein, what it gets is a much larger proportion of fat and sugar.

Yes, many homemakers, even experienced ones, would not like anyone looking at their habits and views on food. I would like to emphasize that it is not a question of fashion that I want to pursue; I do not want to pursue those conventions of behavior that accord to certain tastes but not to others. The principles of sensible eating are dictated by the very nature of man.

Of course, we can always hear the argument that there is no time for this, and you have to consider everything and think about it... Yes, consider it, think about it... Judge for yourself: one-third of the budget, or about 30 kopecks for each ruble that we earn--earn!!--goes for food. The weight of the daily food ingested is 2.5 kilograms or more. In order to feed a family of four, at least 10 kilograms of food must be brought home each day, not to mention the weight of the bottles and cans and the shopping sack itself... And all this has to be prepared and set on the table, and then the table has to be cleared and the dishes cleaned. You may well ask how this gigantic labor

can be done day in day out, without days off or holidays, without harming us rather than helping us.

Have you thought about what we acquire when we spend our money on food? For in the final analysis it is not meat or milk or bread or sugar. It is all the form in which we obtain our nutrients. And so the quantitative aspect of our diet can be calculated another way. The weight of our food can be calculated: a kilogram of potatoes, 500 grams of cheese and so forth. And we can calculate the amount--and the value--of the nutrients that we obtain from any given product. And then we are astonished to find that exactly the same nutrient effectiveness can be provided by a different amount of domestic "capital investment."

Take an elementary example: bread and sausage cost 15 kopecks, a glass of milk and a piece of bread, 8 kopecks. But in terms of calorific value these two things are the same, while in terms of the protein content the milk is even better than the bread because it contains 13 grams of protein while the bread contains only 10 grams.

Bread is the cheapest source of protein and carbohydrates. By spending one ruble on bread it is possible to obtain an amount of protein 2.5 to 4 times the physiological requirement. Moreover, grain products are the most important and cheapest sources of magnesium, phosphorus, iron and many vitamins, primarily vitamins B₁ and PP.

Animal products are relatively inexpensive sources of protein and other nutrients. They include milk, cottage cheese, cod and plaice. Milk is the cheapest source of calcium, and calcium is the most deficient mineral in our diet. Let us compare milk with other animal products as a guide: in terms of the same amount of money spent on milk, compared with beef it contains 1.6 times more protein and almost three times as much fat, not to mention the carbohydrates completely absent from meat. Moreover, milk contains 10 times more riboflavin--vitamin B₂. All this makes it possible to regard milk as the cheapest of the animal products. Cod takes second place.

Perhaps it would be interesting to compare the efficaciousness of bread and milk. At first glance it appears certain that bread is undoubtedly much cheaper than milk. But on deeper analysis, this is found not to be so. Even though when the same amount of money is spent for bread maybe twice or triple the amount of protein is obtained than by spending the same amount for milk, the quality of the protein in these products is different. Compared with the protein in bread, the protein in milk contains 1.6 times more tryptophan, 5 times as much lysine, and 7 times as much methionine, that is, the most deficient amino acids. This means that although there is less protein in milk than in bread the quality of the protein is much greater. True, milk has less carbohydrates, but this is perhaps not so important since carbohydrates are the most accessible components in the diet. Finally, the advantage of the milk is that it makes it possible simultaneously to obtain enough dairy fat and vitamin A to considerably exceed the daily requirement for these substances in the human body. And so it turns out that in terms of unit value, milk is as good as bread. And the conclusion is that an inexpensive diet should be

organized primarily on the basis of two products, namely bread and milk, which enrich and complement each other.

The most expensive sources of food include meat, freshwater fish, cheese and eggs. From the viewpoint of obtaining essential elements, canned goods, delicatessen products, and some kinds of fish and poultry are the least economical. Take chicken, for example. For one ruble some 40 percent of the requirement for animal protein is obtained, and only 23 percent of the fat requirement.

Well, what about sugar, vegetable oils and butter, and rendered fat? They consist only of one nutrient--carbohydrate or fat. When we buy them we pay not for an aggregate of nutrients, as with most products, but for only one of them. And even so, the carbohydrate in sugar is 1.5-3 times more expensive than the carbohydrates in bread and potatoes. And if we take into account the other nutrients present in bread and potatoes, the difference is even more marked. Vegetable oil is a relatively cheap product. In terms of one ruble spent, the amount of fat in sunflower oil is about 560 grams, or the norm for about 6 days. Compare this with sugar, in which the amount of carbohydrate is only 2.5 times greater than the physiological requirement.

Moreover, even within a single group of foodstuffs it is possible to find products that are cheaper or more expensive, and the price difference can be very substantial. For example, in the vegetable group, the price of root vegetables and white cabbage is 10-25 kopecks per kilogram, while the price for early vegetables is 10 times higher. Alas, it cannot be said that the biological value of these products is so much greater...

It was noted long ago that with the growth in incomes the structure of products in demand usually changes. Thus, in the group of dairy products the proportion of whole milk declines; the preference is for cheese. Whereas total sugar consumption increases about 50 percent, we begin to eat almost twice as much candy.

Proceeding from the savings derived from various products it is possible to organize a rational diet that fully meets the body's requirements and the financial possibilities.

For example, let us compare three main meals.

Dish	Calorific value (kcal)	Protein content (grams)
Menu 1.		
Russian salad	119	1.5
Soup containing milk	209	7.6
Fish, Russian style (cod, plaice)	187	20.7
Garnish--boiled potatoes	239	2.9
Jello	143	0.3
Bread (100 grams)	220	6.2
Total	1,117	39.2

(cont)

Menu 2

Green salad	108	2.0
Soup with pickled cucumbers	130	3.0
Goulash	347	24.3
Garnish--stewed beetroot	176	2.4
Compote of canned fruit	135	0.4
Bread (100 grams)	220	6.2
Total	1,116	38.3

Menu 3

Mushrooms and onion	122	2.9
Salted sturgeon	103	8.0
Fried chicken	177	16.2
Garnish--French fries	409	3.3
Fresh berries	78	1.2
Bread (100 grams)	220	6.2
Total	1,109	37.8

We see that in terms both of calorific value and protein "yield" these menus are virtually identical. But the great difference in their cost is, I think, clear without any explanation. Of course, menu 3 is the most expensive. And this is the proof that the amount of nutrients required for the body can be obtained at costs that vary by factors of two or three.

It is thought that it is impossible to save on food. But it can be done! This does not at all mean that you have to go on a bread and water diet. All that is needed is an idea of the food functions of individual products, a knowledge of the principles of their interchangeability and the ability to put this knowledge into practice.

The greatest difference in the cost of foodstuffs is in terms of calorific value. As we have already said, the cheapest source of energy is bread. The calorific cost of rye bread is 2.5 times less than for potatoes, 26.8 times less than for beef, 41.5 times less than apples, and 282 times less than caviare. If the daily energy requirement is 2,700 kcal then if you want to provide this from bread you will spend 16 to 27 kopecks; if you use milk the cost is R1.16, and if you use meat the cost is R4.35. Of course, this example is purely arbitrary, since in practice the food requirement cannot be satisfied by only one product. It is just that by calculating these expenditures we have obtained an idea of the theoretically possible limits of the cost of food.

It is thought that an inexpensive diet is tasteless, boring and monotonous. This is not so. When we talk about extending the the range of products we usually have in mind things that are sold ready to eat--sausage, smoked sausage

products, fish delicatessen items. But an inexpensive diet can be much more tasty and varied if more attention is paid to the cooking and if different recipes are used. For, as a rule, the secret of tasty dishes is the knowledge and skill of whoever prepares them. Combine several unexpected products, add some condiments and seasonings, and ... you have a real treat!

I hear the following objection: instead of advising emancipation from house work you are calling for more attention to be paid to the preparation of food, and many people are not fond of kitchen work! But just a moment. I am not saying anything about the fact that a skillfully organized and rational plan for running a household often gives satisfaction to the members of the family. The main thing is, why not regard work in your own domestic situation as a special kind of extra earnings? Then the work is justified if, of course, you know what you are doing! But if you are not interested in that extra ruble, if you hold your free time more dearly, then please give preference to semiprocessed products. If you are interested in money, work for yourself and process the products yourself. I think that each family can determine its economic policy in this matter.

But, you say, what about holidays and anniversaries? Can we talk about savings here? We will want to prepare something special instead of the everyday menu. Indeed, and the duties of hospitality dictate a special selection of dishes for the table, and in variety and quantity. Well, extra expenses for guests are, of course, unavoidable. But I am sure that even a holiday treat should be sensible. Often enough when we see the table groaning under its own weight we even think in vexation: how can we eat all that?

The festivities at table result not so much from the quantities bought as from the fineness of the serving and the ways the dishes are presented. It is very pleasant to be in homes where they have their own traditions, where they usually start with the favorite dishes, masterfully prepared, and end up with the entertainment. And, of course, when thinking about the menu it is essential to think about real people with real appetites, sometimes very large ones.

It would appear that we are now talking about the elementary principles of sensible housekeeping. But we must remember these principles again and again, because apart from concern about our own health, questions of economy and thrift are now acute. There is a precise pattern: the greater the expenses the greater the loss. What I have in mind is the cost of wasted food. Now, if you translate it into money, 12 to 35 kopecks are wasted everyday per person. This is R44 to R128 each year. This is what the uneaten snacks, spoiled remains and forgotten stores cost us. And if we put it another way, it is lack of economic discipline and the inability to skillfully plan our own household and allocate available resources.

Of course, psychological barriers exist that are difficult to overcome; many people think that we are "infringing" on their nature with our recommendations and trying to foist something alien on them. But the principles of sensible diet, relying on the laws of economic expediency, give a broader outlook for self-expression. Moreover, the ideas of "that is nice, that is not," "I like it, I do not like it" and "I want it, I do not want it" are, as a rule, instilled

in a person by his surroundings and those close to him. If in early childhood an infant realizes that he will be rewarded for good behavior with a candy, that he will have cake in holidays, and that if you do not buckwheat you can put sugar on it, he develops an exaggerated predilection for sweet things. In exactly the same way the formation of taste can be quite different; if a person believes in the usefulness of what is put on his plate and is convinced that by eating this food he is insuring for himself good health and good physical energy, then the taste buds do not hesitate to call forth the most positive response.

Economics is an exact science. And family economics is no exception. In order to bring order to your own household economy, detect the "extra rubles" and find a more rational use for them, it is necessary to consider, analyze and think about your own daily life. Carelessness in money matters is not the sign of an expansive nature, it is a defect in standards, the manifestation of ignorance and helplessness. Skillful economy is not niggardliness but proof of a businesslike love for those near and dear. And respect for your own labor.

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HOUSING AND PERSONAL SERVICES

LAW ON CONSUMER CONTRACTS OF SALE EXPLAINED

Moscow SOVETSKIY ZAKON O GARANTIYAKH PRAV POKUPATELYEY (NOVOYE V ZHIZNI, NAUKE, TEKHNIKE: SERIYA "TOGOVLYA I BYTOVOYE OBSLUZHIVANIYE") in Russian No 2, Feb 84, pp 2, 20-58

[Annotation and chapter 1 from book "Soviet Law on Guarantees for the Rights of Purchasers" by Vasilii Afrikanovich Yazev, doctor of juridical sciences, professor, honored jurist of the RSFSR, chief of the department of Soviet law at the Correspondence Institute of Soviet Trade, board member of the "Znaniye" All-Union Society, Izdatel'stvo "Znaniye," 64 pages]

[Text] The booklet examines the role of Soviet legislation in improving consumer trade services, the content of legal forms regulating retail trade and problems in improving them, and the retail contract of sale as a legal form of trade services. An analysis is made of the guarantees provided under the law for the rights of purchasers in their property relations and other relations with trade organizations and enterprises.

The booklet is intended for trade workers, lecturers and propagandists, students at people's universities, and teachers, students and pupils at trade VUZ's, tekhnikums and schools and seminars on economic education.

The Content of the Retail Contract of Sale. The Rights and Obligations of the Parties.

The basic purpose of the retail contract of sale is the transfer of property by a seller to the person of a purchaser. If, however, the purchaser of a commodity is a socialist state organization, for example, in a contract of sale for goods in enterprises of retail trade or public catering as a wholesale commodity, no right to ownership of the commodity accrues, but rather a right to control it, since in this case the owner of the commodity is the socialist state. Since in this brochure we are examining the relationships between trade and the citizen, we shall be talking about the right of ownership that accrues to the purchaser.

According to the general rule, the seller should have the right to ownership of the commodity being sold in order to transfer this right to the purchaser. But this does not always happen. For example, a state trade organization as

a seller markets goods whose owner is the socialist state, and it has the right of current control over these goods. A store selling goods on commission sells things whose owner is the commissioning citizen, and the store carries out the assignment of the commission. A seller can also sell the property of another individual on the basis of an assignment agreement concluded with him. Thus, private cars are sold through stores selling on commission both by their owners and by persons that they have empowered to do so under a notarized note.

The transfer to a purchaser of the right of ownership of a commodity means to transfer to the purchaser all rights of ownership: the right of possession, the right of use, and the right of disposal of the commodity. Without going into the legal details of these concepts, we note that the sale of these rights means that the owner has the right to keep the thing himself, to consume it (as for foodstuffs), employ it for other uses (to clothe himself or use things in a domestic way), sell or give it away as a gift or pledge it (as, for example, in a pawnshop) and so forth, that is, to enjoy unrestricted ownership of the thing.

In a contract of sale great importance attaches to the moment when the right of ownership of a thing accrues to the purchaser, since the question of from what time the purchaser may exercise his own legal rights with regard to possession, use and disposal depends on this. According to the general rule, the right of ownership accrues to the purchaser at the moment that the thing is passed to him (article 136 of the RSFSR Civil Code).

In most kinds of retail trade the right of ownership accrues to the purchaser when the commodity is fully paid for and the thing is passed directly into his hands in a trade enterprise. However, in some forms of trade the resolution of this question takes place in a different way. Thus, the purchaser acquires the right of ownership to a commodity bought on credit not after its full cost has been paid but immediately after the thing is transferred to him, when he has made the first payment, and sometimes even without such payment. A purchaser who has bought from a sample commodity displayed in a store and paid for it, that is, without selecting a specific article, with the store obligated to deliver a like commodity to his apartment, acquires the right of ownership at the moment when the commodity is delivered to him. In mail order trade, the right of ownership accrues to the purchaser at the moment when the commodity is mailed to him, and so forth.

Under civil law the concept of risk of accidental loss of a thing exists. In fact, in reality a thing is sometimes lost or destroyed as the result of accidental factors, that is, not through the fault of the specific parties in a given legal relationship. Thus, the loss of a thing as the result of force majeure (earthquake, flood, fire resulting from a lightning strike and so forth), or as the result of the natural properties of the thing, as for example, natural loss in the weight of a commodity and so forth. It has been established in law--article 138 of the RSFSR Civil Code--that the risk of accidental loss of a thing is transferred to the acquirer simultaneously with the accrual of the right of ownership unless some other standard legal act or contract has been established.

In actual reality the risk of accidental loss of a thing purchased in a store is rarely encountered. And the general rule mentioned above provides the answer to possible actual situations: from the moment that the purchaser has become the owner of a commodity he also accepts the risk of its accidental loss. Thus, when buying a suite of furniture on credit, the purchaser bears the cost of its loss if the suite of furniture is destroyed by fire in his apartment, that is, the purchaser must pay the outstanding amounts owed on this furniture.

Such examples are isolated. In most cases the rule on the risk of accidental loss of a commodity is designed to protect the rights of the purchaser. Let us first consider the most extensively known provision. Article 242 of the RSFSR Civil Code and the Basic Rules for the Operation of Stores detailing it establish that when the right of ownership is transferred to a purchaser before the object is handed to him, the seller is obligated to store the object until it is handed over and to prevent its deterioration. In particular, the purchaser may leave for storage in a store cumbersome commodities (furniture, pianos, refrigerators, washing machines, television sets, radios and so forth) that have been purchased and paid for, for periods up to one day. But what if the commodity is accidentally lost during this period? In accordance with article 138 of the RSFSR Civil Code, the risk must be carried by the purchaser since he has become the owner of the commodity. But in this case the commodity is usually lost through the fault of the selling store, which has not, for example, taken precautions against fire hazards or solicitously handled the commodity, and so forth. Even if the seller is not to blame for the loss (or spoilage) of the commodity and is in no way held accountable, in practice he nevertheless assumes the risk of accidental loss of the object. In any event, in legal practice there have been no rulings laying the risk of accidental loss of an object on the purchaser.

The question of the risk of accidental loss is also encountered in the sale of goods by the self-service method. It happens that after he has selected a commodity independently by this method a purchaser suddenly destroys it: he drops a bottle or package to the ground, slips on the floor, spills oil from a slippery container, spoils goods already selected, and so forth. In such cases, purely theoretical situations are possible in which accidents occur for which no one can be blamed, neither seller nor buyer. In reality, in each individual case of accidental loss of a thing it is not difficult to see that the fault lies with a seller--the trade enterprise--who, for example, has not cleaned the floor in good time, or the purchaser--the citizen--who has failed to display care. The question of their liability is resolved on this basis: if the seller is to blame he takes the loss himself; if the purchaser is to blame he is liable for causing the damage on the basis of article 88 of the Fundamentals of Civil Law (article 444 of the RSFSR Civil Code).

This is how matters stand with the performance of the retail contract of sale, that is, the transfer of the right of ownership of the commodity sold from the seller to the buyer. However, beyond this brief formulation of the law obliging the seller to transfer a commodity with ownership to the purchaser it is essential to see the set of rights and obligations of the parties accruing through the set of technical-legal actions, that is, the set of conditions in the contract and the rights and obligations of the seller and the buyer. Let us examine these in more detail.

As a rule, the subject of the contract and the price are important conditions in the retail contract of sale. The subject of retail contracts of sale is consumer goods--foodstuffs, clothing, footwear, cultural and everyday goods and other things designed to satisfy people's personal requirements. The law (article 137 of the RSFSR Civil Code) establishes a list of objects that in terms of their designation for the national economy and in terms of considerations of state security or for other reasons may be acquired only with special permission (firearms [8], aircraft, strong poisons and others).

The prices for goods sold by state, cooperative and public organizations are established by the state organs. The sale by kolkhozes of surplus agricultural produce not bought by the state, and also the sale by citizens of agricultural or other home-made products, for example, at kolkhoz markets, is made in accordance with prices set by the contracting parties (article 40 of the Fundamentals of Civil Law, article 240 of the RSFSR Civil Code).

One very great advantage of the socialist system and a most important guarantee of the rights of Soviet purchasers is the stability of the retail prices in force in our state for basic consumer goods. Whereas prices for certain nonfoodstuff commodities are being to some extent increased since today we acquire goods that are incomparably better in quality, design and other consumer attributes than those acquired yesterday, the prices for basic commodities--foodstuffs--are extremely stable here. For decades our state has not raised the retail prices for livestock farming produce, potatoes, vegetables and many other kinds of foodstuffs, even though the cost of their production is rising. [9]

In accordance with article 34 of the Fundamentals of Civil Law (article 160 of the RSFSR Civil Code) other conditions of the contract, concerning which agreement should be reached in accordance with the statement of one of the parties, can also be important. Thus, in the sale of goods on credit, determination of the period during which the entire cost of a commodity should be paid, and also the periodicity of the regular payments, is an important condition. As the system of additional trade services develops, in many contracts the list of important conditions is being supplemented by conditions such as the date and time of delivery of goods bought to the purchaser, the sale of goods in the home of the purchaser, subscription services for citizens in public catering enterprises, in-store storage of things belonging to purchasers and given over for storage in the trading hall of a store, and many others.

As already mentioned, legislation regulates the requirement for the quality of goods, which must conform with the standard, technical conditions or samples, content and so forth. The Basic Rules for the Operation of Stores place on the store workers an obligation, before goods are displayed for sale in a trading hall, to check the quality of goods and their labeling, the cleanliness and neatness of clothing, the absence of dust on footwear, and the assembly and absence of oil on domestic appliances, bicycles, mopeds, motor cycles and other metal goods, and to clean bottles and cans, clean, separate and package certain goods, and so forth.

However, crumpled knitted articles can sometimes be seen hanging in trading halls, many metal commodities have not had the factory oils removed, and television sets and radios are not adjusted beforehand but right there in front of the purchaser. And the trade enterprises receive money for all this, included in the trade discounts offered them. Evidently, armed with a knowledge of the law on the obligations of the seller, both the state organs and buyers should be more bold and less accommodating in demanding that these obligations be strictly fulfilled. This will be one of the guarantees protecting the rights of buyers as created for them by Soviet law.

The seller is obligated not to make the sale of goods dependent upon the purchase of others. Previous arrangement of goods in sets and the sale of presentation sets of industrial goods occur only in department stores, the "Podarki" specialized stores, and large industrial goods stores, and lists of these are drawn up by the trade management organs. In all other stores selling industrial goods, presentation sets are made up only at the request of purchasers, using goods offered for sale.

The seller is obligated to acquaint the buyer with the qualities and purpose of goods, help him in selecting articles, and tell him about the advantages and qualities of a commodity, its purpose and price, and the features of its use. It would seem that everything here is simple enough. The seller is not merely a mechanical transferrer of goods into the hands of a purchaser; he is a counsellor and helper for the buyer. It has been calculated that today about three million different kinds of goods are for sale. New kinds of articles appear, along with new designs and new raw materials used in their production. Who is obligated to know the properties of a commodity being sold? The seller.

Take this simple example, however. Several years ago industry and trade switched to international labeling for sewn articles, according to size, height and fitting. A measure was needed immediately, especially under the conditions of active foreign trading. But for decades we had been accustomed to another kind of labeling and we had to learn a new one. How could this be done? Of course, the trade. But after having made the switch to the new labeling during the first months, it was then forgotten. In many stores there was no information (explanations, diagrams and so forth) showing the relationship between the old labeling and the new. The salespeople in clothing stores do not always have a tape measure to help them in measuring the figure of the purchaser and in giving advice about the purchase of a particular sewn article.

Let us turn to another aspect of the behavior of the seller, namely his interest in not having the buyer leave the store without having bought something. We have heard much about how in the capitalist countries the store salesperson does everything possible not to let anyone visiting the store leave without a purchase. Various attempts are made to explain this phenomenon: the fear of being fired, the stick of discipline, the carrot of material incentive. But why in our reality is the proper attention not always paid to the purchaser?

Evidently everything here lies in the training system for trade personnel, from salesperson to store manager, in the system that establishes the relationships

with purchasers, the level of discipline, and the psychological training of salespeople. [10] The question should obviously be phrased thus: if you are not prepared for work then you study, and if you do not want to study, then psychologically you are not suited to that work, and you leave (either voluntarily or by being fired by the administration); but do not bring shame on trade, on your labor collective! In trade, which deals with people who have differing attitudes, tastes, habits and interests, there is no place for the indifferent worker.

Another important condition of the contract of sale is that trade enterprises must sell consumer goods in full measure and in net weight. Scales, weights and other measuring instruments should be properly marked according to established procedures. The purchaser is given the opportunity to check the correctness of weight and measure of the goods served to him, both independently and with the assistance of the store workers.

The trade enterprise is obliged to observe the procedure established for settling accounts with purchasers for goods sold. Thus, the Basic Rules for the Operation of Stores establish that the cashier or salesperson who takes money from a purchaser must state aloud the amount received and place this money separately where the purchaser can see it, and then hand the purchaser the change together with the bill, and here the paper money and loose change should be handed over together. In making change it is forbidden to offer the purchaser other goods or postage stamps, lottery tickets and so forth instead of money.

The purchaser has the right freely to select the commodity he wants himself or to ask the salesperson to select it or advise him.

The purchaser also has the right to exchange certain good-quality goods for other goods after performance by the parties in a contract of sale. The Rules of Exchange for goods purchased in the retail trade network, operating in all the union republics, give the purchaser the right to exchange in a store good-quality outer sewn and knitted goods, headgear, footwear, textiles sold by the piece, ladies' purses and certain other articles if they are unsuitable with regard to shape, style, color or size. The shop is obliged to exchange these good-quality items up to a period of 14 days, not counting the day of purchase, on a first-come-first-served basis. The exchange of good-quality items takes place on condition that the items have not been used, damaged or soiled and that they still have their factory label. In this case the purchaser must present the commercial or cashiers receipt given by the store when the item was sold.

When goods are sold using the self-service method the rules of trade do not permit store workers to demand that purchasers show goods acquired in other stores as they enter the trading hall, nor to stamp such goods or make other marks, nor may they make purchasers deposit their personal belongings. If when entering a trading hall a purchaser wishes to deposit his own sack, shopping bag, briefcase, suitcase and so forth, the store is obliged to look after them for him.

In self-service food stores (except for specialized bakeries and vegetable stores) the selection of goods by purchasers must be done using only the store baskets or trolleys that he must pick up when entering the store. In nonfoodstuff stores (where practicable) the selection of goods is also according to the corresponding properties of any given item in inventory. Transactions should not be completed with purchasers who fail to meet these requirements. Store workers are forbidden to employ double monitoring when purchasers leave a store (checking the correctness of payments for purchases), and also to check personal bags, briefcases and so forth.

The purchaser is obligated to pay the cost of goods bought in accordance with established prices. Payment for goods is effected using cash or by using a noncash account, that is, account checks issued against the purchaser's monetary assets by the USSR state labor savings banks for purchases of nonfoodstuff commodities costing R200 or more.

Payment for the cost of goods causes no complication in any form of trade except perhaps self-service. Experience shows that in self-service, individual purchasers display forgetfulness in paying for goods or they deliberately avoid paying for goods that they have selected. In these latter cases the purchaser is guilty of theft of socialist property, categorized as administrative infringement of the law (in first cases of petty larceny of sums up to R50) or a crime (in other cases).

Workers in self-service stores who suspect that a purchaser has not paid the cost of goods should suggest that he pay the money, but in the event of a conflict or the detection of an intention on the part of a purchaser to steal goods, they should call in the militia, people's volunteer militia or other persons and make the appropriate statement concerning the act, which is passed to the militia organs for investigation.

Industrial durables have now been sold on credit in our country for two-and-a-half decades. The existing rules for this kind of sale were defined in the 12 August 1959 USSR Council of Ministers decree "On the Sale of Durables on Credit to Workers and Employees." They are also covered in article 43 of the Fundamentals of Civil Law and article 252 of the RSFSR Civil Code. In accordance with these legislative acts, the procedure for credit sales is determined by the union republic councils of ministers, which have confirmed instructions on the procedure for credit sales of goods (for example, in the RSFSR this set of instructions, as mentioned above, was confirmed by the 9 March 1965 RSFSR Council of Ministers decree, and is currently in effect, with subsequent amendments), alterations), and also by Tsentrosoyuz (see the 29 June 1978 Tsentrosoyuz Board resolution "On the Basic Provisions of the Procedure and Conditions Relating to the Sale of Goods on Credit by Organizations of the Consumers' Cooperative).

Goods can be bought on credit by workers and employees, including servicemen (officers and sergeants serving on long-term engagements) and kolkhoz farmers working on a permanent basis in the city (or populated point) where the store is located. Goods are also sold on credit to postgraduate students studying in the city (or populated point) where the store is located, and to pensioners permanently registered in the city (or populated point) where the store is located.

It is illegal for persons to acquire goods on credit if more than 50 percent of their wages is being stopped under writs of execution and other executive documents, and also for persons who have been dismissed for various reasons. Workers and employees engaged in temporary and seasonal work may not buy goods on credit. Workers and employees with less than one year of seniority in their present jobs may not acquire goods on deferred payment. However, workers and employees who are young specialists who have started work under the terms of an authorized assignment after graduating from higher or secondary specialized educational establishments, who have been demobilized from the Soviet Army after first-term service [srochnaya sluzhba], or who have transferred to other work on a conversion basis, and also postgraduates, may buy goods on credit one month after starting work (or study).

In order to buy on credit, workers and employees obtain from their place of work a certificate showing their average monthly pay for the previous 3 months. Pensioners are issued certificates by the departments of social security concerning their pensions. Postgraduates obtain a certificate showing the size of their grant at their place of study.

The written form of the contract with workers, employees and postgraduates is the assignment bond [porucheniye-obyazatel'stvo], and with pensioners, the bond. The assignment bond is a written agreement showing the parties to the contract, the subject of the contract, and the conditions of the account for the commodity. The purchaser hands this document to the enterprise or establishment where he works or studies, assigning it to hold back from his pay or student grant equal monthly amounts in a given sum. Through this same document the purchaser pledges himself to repay his debt in the event of being dismissed from his work (or terminating his studies). The bond for the purchasing pensioner establishes his obligation to make specific monthly payments to the cashier of the store for goods purchased.

The list of goods sold on credit by state trade is confirmed by the union republic ministries of trade. However, the councils of ministers of the autonomous republics, the krayispolkoms and oblispolkoms, and the Moscow Gorispolkom and the Leningrad Gorispolkom have been permitted to supplement this list with durables available in adequate amounts. For the organization of consumer cooperatives the list is confirmed by the boards of the union republic potrebsoyuz's with the agreement of the republic ministries of trade, and for the RSFSR by the boards of the republic (ASSR), kray and oblast potrebsoyuz's with the agreement of the corresponding ministries (ASSR) and trade boards. The boards of the rayon potrebsoyuz's and the rayon consumer societies have been given the right to determine, in accordance with this list, which goods should be sold preferentially to the members of the consumer societies.

Deferred payment is available as follows: for goods costing up to R150, up to 6 months, and for goods costing more than R150, up to 12 months. For individual goods as determined by the union republic ministry of trade, payments can be extended over 24 months. Deferred payments over 24 months are available for invalids of the Great Patriotic War regardless of the cost of the goods. When the contract is concluded the purchaser pays 20 percent of the cost of goods (for more expensive items) or 25 percent (for less expensive items).

At the same time, in order to cover the additional costs of the trade organizations in regard to the interest paid for bank loans, purchasers pay an extra 1 to 2.5 percent of the total credit amount with their first payment, depending on the duration of deferment. As already mentioned, invalids of the Great Patriotic War do not pay the initial payment and their levy is 1 percent of the credit total.

A special procedure has been established for making credit available to purchasers who are workers and employees in the largest industrial enterprises. These enterprises pay the trade organizations the full cost of goods bought on credit by their workers and employees (less the first additional payment). For this purpose they obtain from the bank unlimited loans that are paid back through the monthly stoppages from the wages of workers and employees in regular amounts, according to the assignment bonds. However, if a worker or employee leaves such an industrial enterprise still owing payments, the trade organization compensates the industrial enterprise for the amount outstanding and itself takes steps to recover the amount from the purchaser.

The amounts offered purchasers on credit should not exceed the following: for payments spread over 6 months, the equivalent of 2 months' wages, for 12-month periods, the equivalent of 4 months' wages, and for 24-month periods, the equivalent of 8 months' wages. If, however, the cost of the item is greater than the maximum credit permitted, the difference between it and total amount of credit must be paid by the purchaser in cash when the contract is signed.

If a worker or employee or postgraduate is dismissed, the administration at the place of work or study is obligated to hold back all outstanding amounts owed for the goods he has acquired. Here, the total of all stoppages should not exceed the limits set by existing legislation (20 percent or 50 percent of wages). If after dismissal a worker, employee or postgraduate who has purchased goods on credit still owes outstanding amounts, the administration is obligated within 5 days to send a copy of the assignment bond to the trade organization that sold the goods, together with an application for release.

Late payment by purchasers of the regular amounts due for goods bought on credit involves a penalty in favor of the trade organization in the amount of 0.1 percent of the sum for each day of delay. If after dismissal a worker, employee or postgraduate permits delays in the payment of two consecutive payments, and a pensioner two consecutive payments, the entire amount owed plus the 0.1 percent penalty for each day of delay can be recovered on a compulsory basis by obtaining an executive endorsement from a notary's office, regardless of the time set for the regular payments. In the event of the death of a citizen who dies still owing amounts for goods purchased on credit, the outstanding amount is recovered from inheritors who have accepted the inheritance.

Accounts for goods sold on credit are calculated in accordance with the prices in force at the time of the sale. If retail prices are changed after goods have been transferred to the purchaser, no alterations are made to the account. Warranty periods are established goods bought on credit, along with a procedure for exchanging them for similar goods bought in the retail trade network for cash.

The content of the retail contract of sale involving public catering enterprises has important features associated with the specific nature of the activities of these enterprises. First, they are engaged in the sale of food products to citizens, and most of this food is prepared from raw materials by the public catering enterprises themselves (so-called owner output), and of articles that are not additionally processed in these enterprises (so-called buffet products).

Second, as a rule, sales here are accompanied by the simultaneous organization of the consumption of food products directly in dining rooms, cafes, refreshment rooms, and so forth. This circumstance creates a need to offer citizens in such enterprises additional services: a cloak room for depositing clothing, rest rooms, tables, chairs, china, trays; and to equip tables with table napkins and condiments; and in restaurants to organize musical entertainment (bands, tape recorders, equipment for playing records and so forth). At the same time, in some cases the public catering enterprises sell products without offering such additional services: home-delivered meals, the sale of semiprocessed products, and also the sale of articles not handled in any way in the kitchens of these enterprises and consumed off the premises (confectionery, nonalcoholic beverages, fruit, and so forth).

Because of this the retail contract of sale in public catering is more complex in terms of its content, and it formulates the entire aggregate of relations between seller and buyer, including the sale and purchase of both goods and services. In general these services are paid for but separate payment for each service is not usual. As a rule, the cost of such services is included in the total cost of the purchase, included in the selling price of an article.

In public catering the sellers of goods under a retail contract of sale are the enterprises themselves, and these contracts are concluded on their behalf, if they are legal entities, or on behalf of a higher trade organization (a trust, combine, office and so forth) if these enterprises do not enjoy the rights of a legal entity.

All public catering enterprises are assigned to the categories of de luxe, superior, or first, second or third class, depending on the volume of activity, the degree of technical facilities, the size of expenditures for maintenance, location, and the services offered purchasers. As a rule, assignment to a particular category is determined by the size of markups on raw materials in setting the retail price for food courses and culinary items at the enterprise. Most enterprises are third class--dining rooms and refreshment rooms at industrial enterprises, construction sites, establishments and educational establishments (VUZ's, schools, vocational and technical schools and so forth), children's dining rooms, and public catering enterprises in administrations of workers' supply and departments of workers' supply. These enterprises sell products with minimum markups and without any markup, and in some cases are even subsidized, receiving the state subsidy, for example, from the social and cultural fund of the enterprise whose collective they are serving.

As a rule, in the retail contracts of sale in public catering purchasers are citizens considered competent according to the general rules of civil law. As in retail trade, in public catering alcoholic beverages and tobacco products

are not sold to juveniles. The operating rules for public catering enterprises also provide that children are allowed into restaurants only when accompanied by adults. At the same time, there are public catering enterprises that provide special services for juveniles, including young children. These include school dining halls and children's cafes in which the children themselves may purchase various products without the presence of any adult. There are also many children's public catering enterprises where children not only eat but may also play many kinds of games.

In public catering the contract of sale is entered into in accordance with the general rules of civil law. As a rule, the menu proffered by the trade enterprise is the offer of contract. The menu is either posted near the cashier's desk in the enterprise or placed on the tables (in restaurants and cafes).

The content of the menu, that is, the range of dishes and other products offered, depends on the purpose of the public catering enterprise. In restaurants and cafes this range varies and it takes into account the specialty (ethnic restaurants, fish dishes, children's cafes, ice-cream parlors and so forth). In dining rooms serving the collectives of enterprises, organizations and establishments, each day the menu should contain only a few dishes (first, second and third) but they should be different for each day of the week.

When subscription sales are made in dining halls serving the collectives of enterprises, organizations and establishments, and also in special-diet dining halls, a menu should be offered that covers the entire period of the subscription. In public catering stores and departments, the actual samples of the dishes offered for sale shown in the display cases serve as the menu.

The purchaser accepts the offer of contract either by ordering a dish from the waiter or by selecting a dish shown on the menu distributed in self-service enterprises, or by paying the cashier for the cost of products displayed in the show cases in stores and catering departments. In public catering, self-service is widespread, with payment made either beforehand (before selecting a dish, using a cashier's check) or afterwards (after selection of the dish).

The contract is often concluded orally. However, in public catering the written form of the contract of sale is used extensively if the moment of conclusion of the contract does not coincide with the moment of its performance (subscriptions for meals in dining rooms for the next month or some other period of time, orders for dinner in restaurants and cafes, orders given in advance for culinary items and prepared dishes and so forth). The bill presented by the waiter to guests should be regarded not as a written form of the contract but as a written document similar, for example, to the checks used in retail trade.

The main rights and obligations of the parties to a retail contract of sale in public catering enterprises are as follows. The seller is obligated to sell the purchaser good quality articles and create conditions for their consumption on the premises, including the services listed above. The quality of cooked products, including the selection of products used in this respect

for their preparation, is determined not by standard and technical conditions but by the recipes (apportionments). In terms of quality, goods sold with additional handling in the kitchen, such as raw materials used to prepare output on the spot, should meet the requirements of standards and technical conditions. Any article found to be of substandard quality as provided for in the Rules for the Operation of Public Catering Enterprises, should immediately be exchanged for a good-quality item.

In order to fight drunkenness and alcoholism, the law forbids the sale of vodka and other alcoholic beverages with an alcohol content of 30 percent or more in public catering enterprises located in the vicinity of production enterprises and construction sites, educational establishments, children's establishments, hospitals, sanatoriums and rest homes, train stations, docks and airports, and cultural establishments and establishments giving live entertainment performances, and also in places where workers stroll and take their ease. As a rule, vodka and other strong liquors are sold only in restaurants, while in other public catering enterprises they are sold in accordance with procedures established by the union republic councils of ministers and the ispolkoms of the the local soviets of working people's deputies. The sale of beer is also banned in dining rooms in schools, and in special-diet and children's dining halls. Beer may be sold in dining rooms at production enterprises and educational establishments with the permission of the administrations of these enterprises and educational establishments.

Another important condition is promptness of service, particularly in dining rooms and refreshment rooms at production enterprises, educational establishments and establishments where this condition is linked to the length of time set for the dining break. A series of measures have already been drawn up that make it possible to spend no more than 15-25 minutes for eating, and these are being successfully implemented. They include self-service, laying of tables ahead of time, subscription services, deliveries of food to working places and so forth.

The obligations of the purchaser in this contract are broader than under the contract made in retail trade. First and foremost the purchaser is obligated to pay for the goods and chargeable services. In addition, however, the contract also established specific obligations on the part of the purchaser, such as observing the rules of behavior in public catering enterprises, namely being suitably attired, leaving outer apparel in the cloakroom, not bringing alcoholic beverages into the enterprises, and so forth. Violation of these rules can result in a refusal of service.

The procedure for price setting in public catering enterprises is determined by special instructions confirmed by the trade ministries and the potrebsoyuz's. In public catering, price level is affected by the rating of enterprises, as noted above, and by any subsidies given them by the production enterprises and educational establishments whose collectives they are serving. Thus, production enterprises allocate produce from their own subsidiary plots for public catering at reduced prices, use funds from the social and cultural fund in order to cut the cost of food, and so forth. Public catering enterprises

also have a right to purchase noncereal agricultural produce at kolkhoz markets at prices below retail, and so forth. Home-grown produce is sold by all public catering enterprises at 10 percent discount below the established price.

Guarantees for the Rights of Purchasers

The basic guarantee for the rights of purchasers is the USSR Constitution. First, the Constitution is our state's highest law, and all legislation in force stemming from it, in particular trade law, should adhere to its principles of providing guarantees for the rights of citizens. Second, the content of the 1977 USSR Constitution indicates the need to review and renew earlier legislation applied to the demands of a society of developed socialism in the direction of its further democratization and strengthening its legal base, as pointed out in article 9 of the USSR Constitution. Hence, laws applicable in trade must also be reinterpreted [pereosmyslivaniye], and it is essential to overturn those laws still existing in the medium of workers' trade on which the drawing up of new legislative acts, and inertia in the legal regulation of trade relationships depend, and decisive steps forward are required.

It is precisely from these principled positions that it is correct to approach matters of strengthening guarantees for the rights of citizens in their relationships with trade enterprises. At the same time it should be remembered that the USSR Constitution and all the legislation created on its basis are imbued with continuity in regard to legal standards promulgated previously that have undergone the test of life and justified themselves. This also applies fully to trade legislation, which since the first years of the existence of the Soviet state has been developed in the interests of the workers and contains many solid guarantees for the rights of purchasers. Let us consider the questions and problems that are most immediate on this plane.

The Availability of Commodities and the Rights of Purchasers. One very important guarantee for the rights of purchasers is the opportunity to acquire commodities in trade enterprises. As the population's income has grown, effective consumer demand has increased.

The CPSU and the Soviet government are taking energetic steps to increase the production of agricultural and industrial goods. The scientific and technical revolution is giving us ever new kinds of articles. And it must be said that there is an adequacy of many commodities in trade. Nevertheless, there are still shortages of some goods. The USSR Food Program for the period through 1990 is designed to solve the problem of satisfying consumer demand more fully. In accordance with the decisions of the 26th CPSU Congress, during the 11th Five-Year Plan the production of consumer goods will be increased 27-29 percent, that is, at faster rates than production of the means of production (26-28 percent). The CPSU Central Committee Politburo has deemed it necessary to draw up within the five-year plan for the development of the USSR for the period 1986-1990, and within the Main Directions in the Long-Term Development of the USSR National Economy, a comprehensive program for the development of consumer goods and consumer services. All this is strengthening the guarantees for acquiring goods in trade.

The general indicators for the the production of commodities, however, frequently fail to guarantee that a commodity may be bought in a store. The problem is extremely complex. It is very important to produce a specified amount of goods, but it is just as important to produce them taking into account existing demand and the product range of articles, insure that they are of good quality, provide full sets of commodities in the stores, and make them constantly available for sale. In solving all these questions active use is made of various means: the planning system, trade applications and orders, wholesale markets, delivery contracts, freight handling and so forth. We shall consider those mutual relationships that arise in this regard that include the relationships between seller and buyer that are legally regulated.

Of the great number of kinds of goods, in some periods some articles are in short supply while others (most of them) are available in adequate quantities. The first task is to insure that the buyer at any time can acquire goods available in adequate amounts. To this end, the so-called minimum product range, which is a buyer guarantee, is established for each trade enterprise taking its specialization into account. These minimum products ranges are reviewed on a current basis, taking into account the market conjunctures.

However, as press, radio and television reports, administrative checks and the special studies conducted by the Department of Soviet Law at the Correspondence Institute of Soviet Trade show, first, the minimum product ranges are often small and do not reflect the actual, more extensive opportunities for trade, calculated also to make life easier for store workers. Second, these lists of goods are often not observed, and the articles indicated for sale in them are unavailable because of the slipshod operations of suppliers, trade and transportation. Third, no legal standards yet exist in law establishing actual guarantees for buyers in acquiring goods indicated in the minimum product ranges. Moreover, buyers are even unaware of the content of these lists since the trade organs have not given permission for them to be displayed in trading halls (previously, incidentally, they did used to be displayed).

As the result of this kind of failure by trade personnel to do their work properly, the minimum product ranges do not protect the rights of buyers. And this sometimes results in a long search of the goods available at the warehouses. It would therefore be expedient to introduce in the form of an experiment, perhaps, the following rules. The minimum product ranges should be displayed on a mandatory basis in the trade halls for perusal by purchasers, who would also become the exacting monitors for their observance. If for some reason any of the commodities shown on this minium products list are not for sale at any given time, then the seller--the trade enterprise--would be obligated to report the purchaser in which nearby store this commodity could be purchased, inform the purchaser when the commodity will be available for sale in any given store, take a note of the address or telephone number of the purchaser and inform him when the commodity becomes available for sale, or, finally, deliver the commodity on a specified day and at a specified time to the purchaser's apartment, at its own expense.

With regard to commodities in short supply, the legal position on their sale can now be sufficiently defended on the basis of the above-mentioned Temporary

Procedure for Organizing the Sale of Goods in Short Supply. This legislative act provides for the compilation of lists of goods in short supply, their delivery to trade enterprises, procedures for the sale, storage and distribution of the goods, information for consumers about the stores selling these goods, the procedure for obtaining official retail permission to sell these goods to particular persons, primarily outstanding workers, upon application from specified organizations, registration of such goods, and other measures. The legislative act thus also deals with undeviating fulfillment of the act itself.

The next problem that requires legislative resolution is creating guarantees for citizens to acquire articles that are associated with basic goods and sets of these kinds of articles. It must be acknowledged that much has been done in trade in this direction. Along with the basic articles, in the specialized stores the mandatory sale of associated articles has been introduced (for example, neckties must be sold in stores stocking men's apparel, laces and shoe polish in footwear stores and so forth). Spare parts for cars are sold in car stores or special car spare stores are set up as, for example, in Moscow, and so forth. Nevertheless, sometimes problems that are artificially created do arise for purchasers, or, without adequate reason, they are not resolved for a long time, even though with a little effort the appropriate organs could easily solve them.

In these matters, the legal means for creating guarantees for purchasers are in fact insufficiently developed; the organizations responsible for providing these kinds of sets in trade have not been specified, and their responsibility to purchasers has not been established. It is obvious that in this regard, also, legal steps are required to create firm guarantees for purchasers.

The problem of improving the guarantees providing for the quality of consumer goods requires special and constant attention. We note with pride that the quality, durability, comfort and cheapness of many, many Soviet goods have become much higher. Nevertheless, we are sometimes annoyed when we see faded, obsolete articles in the trading halls of the stores, just made in a slipshod manner; and to this is added the annoyance that an article that we have purchased does not work and must be repaired exchanged, and sometimes more than once, or even exchanged for our money back.

Of course, the resolution of this enormous national economic problem depends on many objective and subjective factors, and it is being effected mainly within production. But here, too, the legal means pertaining to trade have a definite role to play.

We repeat that the law guarantees the quality of goods sold in the retail trade network. Article 41 of the Fundamentals of Civil Law requires that a thing sold by a trade organization should meet the standard, technical conditions or samples established for that kind of thing if no others stem from the nature of the given kind of contract of sale. In particular, in stores selling industrial goods on commission, together with new things, previously used things may be sold, that is, things that now no longer meet the standards or technical conditions, and also things for which there are no standard requirements (antiques, paintings, sculptures and so forth). The commission stores do not

therefore give purchasers guarantees as to the quality of goods except in cases where the warranty period is still in force when an article is sold; in this case, the purchaser of the thing has the right to use it on the usual terms. In accordance with the rules, commission stores do not exchange goods or accept goods back from those purchasing goods from them, except for new goods that have defects not found when accepted for sale on commission, if the thing is returned within 48 hours of its purchase.

In accordance with article 41 of the Fundamentals of Civil Law (article 246 of the RSFSR Civil Code), on the basis of the all-union Standard Rules for the Exchange of Industrial Goods Purchased in the Retail Trade Network of State and Cooperative Trade, as confirmed by the USSR Ministry of Trade and the State Committee for Standards on 1 February 1974, and the Standard Rules for the Exchange of Soviet-Made and Imported Footwear Purchased in Stores of State and Cooperative Trade, as confirmed by the USSR Ministry of Trade on 31 August 1979, within the union republics special rules have been established for the exchange of goods. These rules are periodically amended and reviewed in order to strengthen the guarantees for the rights of purchasers.

The Rules for the Exchange of Industrial Goods, the Rules for the Exchange of Footwear, and the Rules for the Exchange of Imported Furniture are now in force for goods purchased in the retail trade network in each of the union republics. The procedure for exchanging cars has been set out in the Rules for Consumer Sales of Cars and Motorcycles with Sidecars, as confirmed by the USSR Ministry of Trade on 22 December 1977. The rules for making exchanges regulate in various ways the procedure for purchasers to issue claims with regard to the quality of goods that they acquire, and these rules establish warranty periods for operation, and the goods for which these kinds of warranty periods are not specified.

Claims with regard to defects in articles for which warranty periods have been established can be made by the purchaser during the period of these warranties. The warranty period starts on the day that goods are sold through the retail trade network. In the case of exchange of substandard goods, the warranty period for the exchanged article is deemed to start on the day of the exchange. The time taken to repair goods does not count as part of the warranty period.

The rules for the exchange of industrial goods purchased in the retail trade network divide all goods with warranty periods into five groups, for which the features of their exchange in the event of their being substandard are defined.

Goods assigned to the first group (black-and-white television sets, combination radio sets, radio-phonographs, radios, tape recorders, electric record players and other radio equipment) are exchanged when faults and defects of a production character are found in them during the warranty period, first if the manufacturing enterprise or warranty repair shop is unable to eliminate within 10 days the faults found at the location where the article is installed, or defects found in the workshop, and return the article to the purchaser because of the complexity of the repair or the lack of spares. Second, they are exchanged if following one complex repair not associated with faults in vacuum articles

(tubes, picture tubes and so forth), semiconductor parts, condensers and resistors, these goods again require repairs involving the same degree of complexity. Third, goods must be exchanged if after two repairs associated with the replacement of vacuum articles, condensers, resistors and semiconductor parts, they still need repair. Replacement of fuses in repair of apparatus does not count.

The second group includes upright and grand pianos, washing machines, general-purpose stoves, sewing machines, air conditioning units and other large items, and electric meters. These articles can be exchanged if they have been repaired once under the terms of a warranty and again need repair, and also if the manufacturing enterprise or workshop doing the warranty repair work does not eliminate the defect within a 10-day period after the purchaser has made his claim.

Goods in the third group (accordions, piano accordions, harmonicas, movie projectors, cameras, wristwatches, vacuum cleaners, floor polishers, voltage stabilizers, autotransformers, electric shavers and other electrical equipment) must be exchanged by the store if the manufacturing enterprise or workshop doing the warranty repair does not eliminate the defect within 7 days after the purchaser has made his claim, and also if after one repair these goods require repair again. In cases of faults in wristwatches in gold cases, only the mechanism is exchanged.

Goods in the fourth group (motorcycles, motor scooters, mopeds, color television sets, domestic refrigerators, marine engines) can be exchanged if the manufacturing enterprise or workshop doing the warranty repair does not bring these items into good operating order within a 2-week period after application from the purchaser concerning the need for repair, and also if after two complex repairs these articles again need repair.

Goods in the fifth group (furniture) can be exchanged if the store does not eliminate defects within 1 week after application by the purchaser. The store is obligated to exchange furniture for similar articles or, with the agreement of the purchaser, to replace the furniture with other articles, or return to the purchaser the money he has paid. When it is necessary to replace individual items in a suite of furniture, the entire suite is replaced, but with the purchaser's agreement only the individual items of a suite can be replaced. With the agreement of the purchaser, the difference in price for the defective furniture may be paid. The amount of the price reduction is determined by the bureau of commodity inspection.

Goods in the first group (except for cases of malfunction associated with faults in vacuum articles, semiconductor parts, condensers and resistors) and in the second and third group are exchanged within the first 30 days after acquisition without observance of the conditions noted above if they are found to have defects not caused by the purchaser, as confirmed by the certificate issued by the workshop doing the warranty repair. This means that the purchaser himself chooses what is to be done with articles: whether it should be returned to the store and he receive his money back, or whether it be repaired free of charge.

The exchange of cars is done in accordance with the Rules for Consumer Sales of Cars and Motorcycles with Sidecars and is effected in accordance with the conclusions of an expert commission appointed by the store with the participation of a representative of the manufacturing enterprise, the station doing the warranty servicing, the car store and the interested parties.

The purchaser chooses whether goods are exchanged for new articles, or for other articles costing the same amount, or whether he gets his money back. In these cases the accounts are done by proceeding from the amount of money paid when the commodity was purchased. The delivery of large articles (weighing more than 10 kilograms) for repair and exchange to the manufacturing enterprise or workshop doing the warranty repair, or to the store and back within any populated point, or in rural localities, within a rayon where the purchaser lives, is done by the workshop or store without payment on the part of the purchaser for the transportation of the articles. These costs are recovered by the store or workshop doing the warranty repair from the manufacturing enterprise. When agreed, this kind of transportation can also be done by the purchaser; in this case he is paid for costs connected with the transportation in accordance with a set rate.

Articles under warranty that malfunction as the result of the purchaser's violation of the rules for using or storing the article are not repaired under the terms of the warranty.

In accordance with the Rules for the Exchange of Footwear Purchased in the Retail Trade Network, the store administration examines the purchaser's statement about the substandard quality of the footwear in his presence, and the purchaser decides whether he will exchange the footwear or have his money back or whether the matter will be resolved by charge-free repair (if the manufacturing enterprise is located in the same city as the store); or, if there is any basis for refusing to entertain the purchaser's claim. During the warranty period, substandard imported footwear is sent by the store for examination within 5 days, and within 3 days of receiving the expert report a decision is made on whether to exchange it or give the purchaser his money back.

Claims about defects in goods not under warranty (for example, clothing, fabric, furs, carpets and so forth) can be made within 14 days of purchase. Claims about hidden defects confirmed by laboratory analysis or by the bureau of commodity inspection can be made by the purchaser at the store for a period up to 6 months from the date of purchase. If defects are found, either the article is exchanged or (at the purchaser's choice) the money paid is returned.

For seasonal goods (clothing, fur items, seasonal footwear and so forth) the period for making any claim is counted from the commencement of the corresponding season, as determined by the trade management organs locally, taking local climatic conditions into account.

According to the general rule, foodstuffs sold by retail trade enterprises cannot be returned because of observance of sanitary requirements. However, the rules for the operations of stores provide that the purchaser has the right to return foodstuffs if they have obvious or hidden defects or do not correspond

to the designation or variety under which they were sold. As already noted, substandard products in public catering enterprises are immediately exchanged.

Even though the existing rules for exchange also contain major guarantees for the rights of purchasers, they do need further improvement. Thus, the right of the purchaser to repair, exchange or return of substandard goods under warranty should not be limited to 30 days but extended to the entire warranty period. A unified procedure must be established for warranty exchange of black-and-white and color television sets since in recent times the exchange of these articles has become extraordinarily complicated. It is necessary to establish time periods for the warranty repair of cars, during which the purchaser has a right to demand it.

The rule on extending warranty periods for articles in the case of breakdown needs clarification: all time during which an article is out of order should be excluded from the warranty period, that is, from the moment that the purchaser makes a claim for repair until the article is put into good order, and not only for the time that the article is undergoing repair, as envisaged by the existing rules, since a considerable time sometimes elapses between the moment that the article breaks down and when it is sent for repair. The rules for exchange should provide instructions that the seller is obligated to fully recompense the purchaser for expenditures resulting from the sale of substandard goods rather than just pay for transportation costs, as noted above. This rule stems from article 36 of the Fundamentals of Civil Law (article 219 of the RSFSR Civil Code). Obviously there are also other ways of improving legislation on the exchange of substandard goods.

Saving Purchasers' Time and Operating Hours for Trade Enterprises. In recent years trade has done much to save free time. We need only mention the progressive forms of retail trade that have been extensively acknowledged by consumers, such as self-service, sale of goods using samples, home delivery of goods, and, in public catering, also self-service, previous payment on subscription, advance ordering of tables, especially in plant dining rooms, and table d'hote meals, including in restaurants during the day.

Among these measures, special significance attaches to the creation of trade complexes where, without wasting time on walking about to many enterprises, a person can acquire various kinds of foodstuffs and nonfoodstuffs and enjoy the services of public catering and personal services enterprises all within one premises or in just one area. The same end is served by the organization of "everything for the home," "everything for men," "everything for women," "everything for children" sections and so forth in the major department stores, and the sale in department stores of both day-to-day foodstuffs and nonfoodstuffs. A program for the comprehensive rationalization of trade has been drawn up and is being introduced and constantly improved. It includes the development and disposition of the trade network, specialization and generalization, the development of dispatcher services for precise delivery of goods to the trade network, insuring fast service through the use of progressive methods, and so forth.

The so-called "evening markets" have been developed within the system of consumer cooperatives during the period of active field work: at previously

announced times after the working shift out-of-town trading of various goods is organized in a certain village: sewn goods, footwear, cultural and everyday goods, and also food products and semifinished goods. Advance orders are also taken for goods to be delivered to purchasers after several days. These markets are usually organized by the rayon department stores and the specialized stores in the consumers' cooperatives. Convenient and time-saving forms of service such as advance orders, accepted not only in stores but also at purchasers' places of work, have also been extensively used.

One important condition for trade services and saving purchasers' time is having the most convenient operating conditions for consumers at trade and public catering enterprises, namely opening and closing times and the times that they are closed for lunch.

The opening hours for trade enterprises are established by the ispolkoms of the city and rayon soviets of working people's deputies depending on local conditions, so as to create maximum convenience for purchasers to acquire goods with minimum loss of time. This requirement has been set by a USSR Council of Ministers decree on questions connected with bringing order to the operating conditions of enterprises, organizations and establishments that offer consumer services. [11] In accordance with this decree, the soviets of working people's deputies at the local level have done much work that has been approved by consumers. [12] However, this question cannot be deemed to have been finally settled. It is thought that the situation achieved in this matter is by no means optimal.

Let us start from the fact that the operating conditions established for trade enterprises should be mandatory for them. For we still encounter instances where trade enterprises fail to open on time or close early, or where no salesperson is available in a trading department, or where the sign "gone to the warehouse" is displayed. It is hardly proper that when the opening hours of an enterprise are established, decisions are made to automatically extend the hours of their operations to, for example, 2100 hours when there are no purchasers in the store after 2000 hours, while the public pays for this senseless waste of time by trade personnel for these unnecessary opening hours.

There is still virtually no use of methods such as consumer questionnaires when optimal operating conditions for trade enterprises are established, and local features are not fully taken into account. The operating conditions for trade enterprises and their staffs are a complex matter. Obviously an all-union unified guide should be drawn up on questions concerning the operation of trade enterprises. This guide should establish optimal recommendations for operating conditions without pinning everything on the examination made by local workers, although, of course, local features should be considered.

One other important circumstance is associated with the standards for sensible demand. Why, for example, do most of our food stores stay open on Sundays? Millions of trade workers are separated from their families on these days, and millions of purchasers are diverted from physical exercise, sports, cultural activities and other kinds of leisure. Would it not be more sensible to organize the acquisition of food so that it can be done on the other six days of the week, leaving Sunday as a general day off? Outdated habits are operating here.

In trade legislation, particularly recently, instructions have started to appear on the need to eliminate impermissible waste of purchasers' time standing in lines, to provide services for purchasers with the least waste of time needed to complete purchases, and so forth. But these standards have not been concretized and no kinds of guarantees have been established for the rights of purchasers or for the actual liability of workers in trade enterprises if they violate these instructions.

With the introduction of self-service, interest in saving purchasers' time has grown. But the matter has not escaped the widely publicized calculations and statements that in reality are quite doubtful. Thus, trade specialists assert that in self-service the time spent to purchase goods is at least halved, and in some cases reduced by a factor of four or five. But time measurements made by students on assignment from the department of Soviet law at the Correspondence Institute of Soviet Trade have shown that compared with the traditional form of service, the time spent by purchasers in self-service stores is reduced very insignificantly. [13]

The scientific institutes of trade have recently started to define the normatives for time spent by purchasers waiting for service. But first it is necessary also to determine the normatives for making out bills for self-service goods, and second, to take into account the kind of frequent situations in which in a poorly organized self-service system the purchaser must wait as long in line as he spends in the trade hall. It is essential to establish normatives for trade services, differentiated according to kinds of trade enterprises. These normatives should form the basis of assessments of the work of enterprises and their staffs. The presence of lines in trade enterprises should be regarded as a major fault in operations, and responsibility should be determined for the presence of lines with respect to managers and other workers in trade enterprises (stopping bonuses, administrative or disciplinary penalties).

It is expedient that legislation should make provision for the rights of the purchaser to trade services in accordance with a time normativ. This legal step alone would effect a saving of time for purchasers. All these things play their part in observing the guarantees for the rights of purchasers. However, it can hardly be thought that the introduction of such measures will compensate the purchaser for harm done by the violation of his rights. Other means must be sought.

The Guaranteed Nature of Additional Services for Purchasers. In our time the contract of sale is quite often not restricted to the simple handing over of a commodity, but is started, accompanied by or completed with the offering of various additional services to the purchaser that improve the quality of the trade service. The additional services offered by trade enterprises to purchasers are designed primarily to maintain and enhance the quality of goods and take into account the individual requirements of purchasers with regard to the quality of the articles that they acquire. Another purpose of additional services is to save purchasers' time in acquiring goods.

In terms of their legal characteristics, additional services can be qualified as services comprising part of the conditions of the retail contract of sale and extending beyond the limits of this contract, and also as services that are paid for and not paid for.

Services comprising part of the conditions in the retail contract of sale are characterized in that they are offered without the conclusion of additional civil legal contracts. They are not contained in every retail contract of sale but they can be part of it. In turn, these services can also be paid for or gratis.

Of the additional paid services comprising part of the retail contract of sale the most extensive in trade in our country are advance orders accepted both inside the trade organization and at purchasers' places of work, orders for the making of cakes and other culinary items in public catering enterprises, home deliveries for purchasers by the trade organization, and the storage of goods purchased by a seller for a specified period (in accordance with article 242 of the RSFSR Civil Code such storage can be either paid for or gratis, although in practice it is most often gratis). These services also include packaging of goods purchased in different parts of a store, the delivery of gifts purchased in a trade enterprise to an address specified by the purchaser, alteration of sewn articles purchased in semifinished goods stores to fit the purchaser, waiter services for a family ceremony at the home of the purchaser, the cutting out of fabric purchased in a store, the organization of a cafeteria in a store, the sale of goods on credit, and mail-order trade. The range of services included in the system of service in public catering enterprises (cloakrooms, furniture and tableware, condiments, music in restaurants and cafes and so forth, whose cost is included in the cost of a meal) are also paid for by the purchaser. An additional payment may also be made for loading film cassettes in cameras, commission appraisal of large articles at the home of the client, tape recordings made of gramophone records available in a store, fitting straps to wristwatches purchased in a store, stretching footwear and headgear and a number of other services.

Additional services offered gratis to the purchaser as part of the conditions of a retail contract of sale include the storage of personal items (hats, briefcases) in a self-service store, providing the purchaser with a basket or trolley in a self-service store for the selection of goods and also trolleys able to carry infants, the organization of children's rooms in a trade enterprise, and all kinds of sales information offered the purchaser (in the enquiries department, via the radio, by means of "dummy" applications, catalogues, prospectuses and so forth). The following are done without additional payment: the sale of subscriptions for meals in public catering enterprises, the carriage of goods selected by the purchaser (senior citizens, invalids, customers with children) to the cashier's desk in a self-service store, specialized services for purchasers suffering from particular diseases (for example, diabetics registered at certain stores that make home deliveries of goods for seriously ill customers). Nor are charges made for sample tastings, exhibitions, display sales with consultation on the goods, orders for goods temporarily out of stock, with the purchasers being informed when they are available in the store, and orders for spares for transportation facilities belonging to invalids of the Great Patriotic War. Purchasers do not pay for the home installation of refrigerators or television sets, demonstrations of domestic electrical goods, the sale of new goods in part-exchange for old ones (television sets, radios, washing machines), out-of-town trading, the acceptance of orders for and the selection of individual items to be added to furniture purchased previously, consultations on furnishing for an apartment, and so forth.

Services not included in the retail contract of sale are usually offered not by the selling trade enterprise but by another organization. The trade enterprise cooperates in providing such services and creates for other organizations (transportation, personal services and so forth) conditions for the organization of the work, provides a work area, telephone and so forth in its own enterprise. The legal features of such services are that they are offered through a special contract (freight handling, dispatch, procedures) and are paid for. Among these kinds of services that are in extensive use we may mention the delivery of goods purchased in a trade enterprise to a purchaser using the facilities of a transportation-dispatch organization, engraving work for gifts, the fabrication of another article from goods purchased in a store (for example, blouses made from yarn in a personal services workroom that has its own representative in a store), piano tuning and the tuning of other musical instruments, and so forth.

Thus, the range of services offered purchasers is quite varied. It now includes about 100 designations and it is being constantly expanded.

However, it must be noted that the guarantees for the rights of purchasers to obtain these numerous services are not regulated by law. At law (the Fundamentals of Civil Law and the union republic civil codes) nothing is said about additional services. And administrative normativ acts suggesting or recommending corresponding services do not contain standards regarding their obligatory nature, nor standards for guarantees for purchasers to obtain any given service, nor any liability on the part of the seller to offer the services. In fact, the question of whether or not a service is offered is in most cases decided at the discreion of the one party--the seller--while the purchaser has no right to demand that the seller offer the corresponding service. The problem of additional services in the retail contract of sale must be resolved using a range of economic, legal and organizational measures.

The quality of services offered is also very important, that is whether they are in accordance with the normativ-technical acts and the agreement of the parties, and whether they are fast and courteously offered. However, instances of failure to fulfill or failing to completely fulfill advance orders, late delivery of goods to the home of the purchaser, the lack of a table in the store for spreading out fabric, refusal to provide advertised services, lack of care in packaging goods or failure to match semifinished sewn articles, and so forth, are still, unfortunately, quite widespread.

When services are offered there should be a clear distinction between the obligations of trade, personal services and transportation organizations and enterprises. The list of services above shows that individual services offered by the trade organizations are in reality not their own services, and they are not always performed in a good quality way. But since the purchaser obtains these services in the trade enterprise this comprehensive approach to consumer services should be retained, while the legal form of this set of services can be contracts entered into by trade, personal services or transportation or a specialized trade association set up to provide additional services for purchasers.

In order to create firm legal guarantees for purchasers when trade enterprises offer them additional services, lists of minimum additional services should

be confirmed for enterprises on a mandatory basis, and control over observance of these lists should be strengthened. It is expedient to display these lists in trading halls. The purchaser should be afforded the right to demand the services shown in the list at a given enterprise. Failure to provide the services should entail not only disciplinary and administrative penalties for the trade enterprise workers but also liability to the purchaser, for example, in the form of compensation for harm or an obligation actually to provide the service in the shortest possible time (when this stems from the nature of the service), and possibly even fines.

In specifying the retail contract of sale that it is expedient to introduce in the Fundamentals of Civil Law and the civil codes of the union republics, one obligation on the part of the seller that should be included is the provision of additional services for the purchaser. Finally, it is necessary to examine which services are included in the main obligations of the seller and which are additional services offered at the request of the purchaser. Here is an example. It is pointed out in the Rules for Retail Sales of Furniture that "the sale of furniture in knockdown form (unless planned by the design of the article), and also in packaging, is forbidden." First of all, what has the purchaser to do with the design of the article? But even if the design is deemed correct, the purchaser would still appear to have the right to demand that the furniture be assembled either in the store or in his home, since the assembly itself may be very difficult, and spoilage may occur. The contradictory nature of the legal standard leads to a limitation of the rights of purchasers. As a result, in Latvia for example, the assembly of furniture in the homes of purchasers is done by personal services enterprises, while in Moscow, industry, trade and personal services will in no way agree to this and purchasers are forced to seek out the services of unqualified people. Meanwhile, placing the obligation to assemble the furniture on the trade enterprise would be a real guarantee for the purchaser. This kind of service should not be considered an "additional" service, as it now is in practice.

Guarantees for Safeguarding Personal Nonproperty Rights of Purchasers. It is primarily legal relationships of a property nature that arise between seller and purchaser. But these relationships are not limited to this. Since the contract of sale is a set of social relationships between people, in the process of its performance relationships of a personal, nonproperty nature also arise that are not subject to monetary assessment but do have considerable significance. They include, for example, safeguarding the honor the dignity of the seller and buyer, relationships concerned with the observance of the rules of socialist communal living and with standards for engaging in these dealing and so forth.

Day-to-day trade practice indicates that both trade enterprise workers and purchasers sometimes defame each others' honesty and dignity. This question has become especially acute with the development of trading forms such as self-service. In and of itself self-service has sharply reduced the number of conflict situations since misunderstandings connected with goods being underweight, especially those in factory packaging, the selection of items, the price and so forth, have also been reduced. However, new conflicts have arisen, connected with purchasers forgetting to pay for purchases and attacks on the honesty of purchasers who are unjustifiably accused of theft by the store workers.

In such situations the honor and dignity of the purchasing citizen enjoys legal protection. On the basis of article 7 of the Fundamentals of Civil Law (article 7 of the RSFSR Civil Code) workers in trade enterprise who have defamed a citizen are obligated upon the decision of the court to refute the information that they spread if the information proves to be false, in such manner as determined by the court. The court may obligate them to make oral or written apologies, send a document to the place of work refuting earlier material on a particular matter, issue a refutation in the press if the defamatory material has been published by the mass information media, and so forth. The court has the right to impose fines on the violator for failure to comply with such a decision, with such fines being paid to the state; and the payment of the fine does not release the violator from his obligation to comply with the action decided upon by the court.

Another important circumstance. Article 5 of the Fundamentals of Civil Law establishes the inadmissibility of using the law to protect citizens' rights when exercised in contradiction of the purpose of these rights in a socialist society during the period of the building of communism. This article also points to the obligation of citizens and organizations in the exercise of their rights and the execution of their obligations not only to respect the law but also the rules of socialist communal living and the moral principles of a society building communism. Hence, the law creates broad guarantees for safeguarding the rights of citizens that stem from the dignity of the individual, and it recognizes the importance of any citizen as a participant in civil-legal relationships and maintains the observance of the moral principles of the citizen as a builder of communism. [14] The standard in article 5 of the Fundamentals of Civil Law is none other than the standard principle of Soviet civil law as applied to the multitude of specific civil legal relationships. It also deals with safeguarding those facets of a citizen's dignity that extend beyond the framework of honor and dignity protected by article 7 of the Fundamentals of Civil Law, and it characterizes more fully the importance of the individual in socialist society. These provisions bear directly on the problem of personal nonproperty relationships between citizens and trade.

Since in accordance with article citizens' rights are not protected if they are exercised in contradiction to the purpose of these rights in socialist society, the citizen enjoys no personal nonproperty right to become a purchaser in the event of a contradiction of this law in its purpose in our society. Thus, a trade enterprise may refuse to enter into a contract of sale if, for example, such a transaction is speculative in nature, that is, a commodity is being acquired for resale with the intent of accumulation, or, if foodstuffs (grain, groats) are purchased to feed cattle, since in both cases there is an obvious contradiction between the legal right and the purpose of rights in a socialist society. At first glance it is a question of a property relationship on a negative plane--a refusal to sell. However, since no property relationship is formed, this is not so. The outcome of the personal nonproperty right is whether or not the citizen becomes a purchaser. The question of the exercise of this right in such cases is either recognition or denial of the essential dignity of the individual. It is decided depending on the correspondence or contradiction in the behavior of the citizen with respect to the interests of socialist society.

Article 5 of the Fundamentals of Civil Law is of special importance for strengthening respect for the rules of socialist communal living and the moral principles of a society building communism. Among the numerous aspects of this major problem we note only several that are of great significance for insuring citizens' personal nonproperty rights in their legal relationships with trade. First and foremost these are the rights of the citizen-purchaser and of the trade enterprise worker-seller to respect for their human dignity. It is no secret that in isolated cases, in trade enterprises both parties flout the dignity of the other. Unjustified reproaches from purchasers, mutual rudeness, disparagement of the dignity of the trade worker--all this, unfortunately, has not yet been eradicated from trade practice. The parties virtually never go to law to safeguard their personal rights, and conflicts are resolved there and then; it rarely goes as far as entries in the complaints and suggestions book or appeals to management or the press. But the social losses for society from these phenomena are great.

It cannot be said that trade law sidesteps these matters. It has been established in the Basic Rules for the Operation of Stores that the seller is obligated to be courteous and anticipatory, not to engage in argument or wrangling, not to be distracted from his duties, and to insure high standards of service for purchasers. These obligations are regulated in even more detail in the Rules for the Behavior of Salespersons confirmed by the union republic ministries of trade. And even though a trade worker is called upon to account for violation of these rules (disciplinary, administrative, material and, in particularly serious cases, criminal responsibility if an individual has been insulted), in such cases the personal nonproperty right of the purchaser is virtually unprotected, and the purchaser finds little comfort in the fact that the other party has been punished. It is obvious that the legal position of the purchaser should be protected more effectively when there is a violation of these moral principles of society. It is evidently necessary to have in trade law a standard covering oral or written apology for the purchaser, and possibly other measures.

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Thus, we have examined the most important provisions of Soviet law on the guarantees for the rights of purchasers. Analysis shows convincingly that the CPSU and Soviet government, particularly under today's conditions of a developed socialist society, are displaying constant concern to improve the quality of consumer trade services and to create maximum guarantees for citizens acquiring goods in Soviet trade.

At the same time, as shown in a number of examples, trade enterprise workers do not always observe the requirements of the law and permit violations of the legal standards. In this connection, on the one hand what is required is more active legal education for trade personnel, and on the other, daily, exacting control over the work of trade personnel. The more consistently the influence of Soviet law acts on economic processes, the more efficiently the laws "work," including in the field of Soviet trade, and the more powerful and richer our society becomes.

FOOTNOTES

8. See, for example, the USSR Council of Ministers decree "On Establishing a Unified Procedure for Acquiring, Paying for, and Storing Sporting Guns." (SOBRANIYE POSTANOVLENIY PRAVITEL'STVA SSSR, No 18, 1975, p 110)
9. Ya.L. Orlov. "Torgovlya-vazhnoye zveno ekonomicheskoy politiki partii" [Trade: An Important Element of Party Economic Policy], Moscow, Znaniye, 1983, p 7.
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HOUSING AND PERSONAL SERVICES

PROGRESS, PROBLEMS IN PERSONAL SERVICES IN UKRAINE

Moscow EKONOMICHESKAYA GAZETA in Russian No. 46, Nov 83 p. 18

[Article by V. Khizunenko, UkSSR first deputy minister of consumer services: "The Interests of the Cause Require Attention to the Technical Equipment of the Services Sphere"]

[Text] I shall begin with statistics. Every day approximately 2 million townspeople and rural inhabitants turn to the consumer services of our republic. Consumer services are increasingly being transformed into a mechanized sector of our national economy. In the Ukraine it now includes 1,102 large specialized and diversified enterprises and firms with modern technological equipment, which bring together 67,000 clothing repair and tailoring shops, workshops and receiving centers. More than 450,000 experts provide the population with almost 900 different services.

It goes without saying that it is not only the figures which matter. The possibilities of improving the quality of services are expanding. But this depends to a large extent on the professional training and craftsmanship of the workers. At the present time, 56 professional-technical schools and 5 technicalums and the Khmel'nitskiy Technological Institute of Consumer Services are training personnel in consumer services. Specialists for our system are also being trained by 30 other VUZ's and tekhnikum.

This Is Convenient for the Clients

The All-Union Secretariat approved the experiment of our republic in regard to the development of a network of consumer enterprises on the territory of plants, factories, mines and construction projects, as well as in the vicinity of their location, and recommended their widespread use. Enterprises of that type already are handling orders for almost 20 million rubles a year. In all oblasts of the republics, tasks have been developed and are being carried out with respect to the organization of consumer projects at the expense of funds of the enterprises and organizations to serve their collectives. Before the end of the five-year-plan, an additional 755 workshops, clothing repair and tailoring shops and combined receiving centers will be opened.

Intra-system cooperation is being expanded, and on its basis combined receiving centers are being created in the towns. They save clients from having to

search for separate workshops and clothing repair and tailoring shops, and they accept orders for many types of consumer services that are carried out by specialized enterprises.

Special attention is being given to the development of consumer services in the village. Valuable experience has been accumulated, for example, by the collective of the Consumer Combine of Brovary Rayon of Kiev Oblast. An extensive network of clothing repair and tailoring shops, workshops and combined receiving centers has been organized in the villages, the necessary modern technical equipment has been acquired for them, and craftsmen with high qualifications are being trained. What we intend to organize in all kolkhozes and sovkhuzes has already been accomplished here.

In the rural localities of the republic there are at present about 11,000 houses for consumer services. On large farms they have been created not only in the central farmsteads, but also in the villages of the departments and brigades. Moreover, 25,000 clothing repair and tailoring shops and workshops are operating in the kolkhozes and sovkhuzes.

Last year the highest results in the All-Union Socialist Competition were attained by the workers of Taraschanskyy Rayon Consumer Combine of Kiev Oblast and the Dnepska Byttradiotekhnika (Association for Everyday Radio Engineering). They were awarded the Challenge Red Banners of the CPSU Central Committee, the USSR Council of Ministers, the AVCTU and the Central Committee of the Komsomol. The collectives of the Crimean Oblast Byttradiotekhnika (Association for Everyday Radio Engineering) and the Poltava Factory for the Repair and Manufacture of Furniture became the winners of the republic competition.

The Kiev Svitanok Firm and other consumer services of the capital of the republic have created combined receiving centers which free people from the search for separate workshops and clothing repair and tailoring shops. New forms of service to the population have become widely disseminated: "Today--For Today", the performance of work on a subscription basis and at home, the acceptance of orders by telephone.

In the republic 40 firms have been organized which take care of children and the sick, perform other everyday errands that free the working members of families from these concerns. Services to restore the consumer properties of articles possessed by the population are being expanded. We have made improvements in satisfying the needs of the population for bartering services, baths, and photographer's services. The renting of consumer durables is being practiced, as well as the manufacture of articles according to orders of the population which are distinguished by high quality.

For the Economy of the Working Day

The efficiency and quality of consumer services for the population are determined, above all, by the technical level of the service rendered, by the cultural level of the conduct of the receiving clerks and the craftsmen, and by their ability to economize the non-working time of the customers. A creative search in this direction yields a great deal. For example, the workers of

the Kiev Enterprise for Everyday Radio Engineering were the first in the country to introduce the quick repair of radio and television equipment. They operate under the motto: "Today--For Today". In disseminating this experience, we organized quick-repair services in all district centers of the republic, in the city of Sevastopol and several cities of Donetsk, Odessa and Chernomorsk Oblasts.

The Kiev people have improved their experience and created an automatic system of on-line supervisory control on the basis of the family of BM-Type minicomputers, expanded by supplementary video-terminal devices and printing devices. Thus, the entire control cycle is automated.

In the course of the search for modern forms of services to the population of the city and village, many good beginnings developed. For example, the receiving clerks Lidiya Ivanovna Shelikova and Lyudmila Vlasovna Gilyarskaya from Nikolayev Oblast, Tatyana Petrovna Dyak, and the Kiev workers Olga Antonovna Denisova and Volyni and many others, working in a rural locality, exceeded the level of service to the urban population in terms of the volume of services per inhabitant.

The Kiev craftsman Mikhail L'vovich Voroban developed and introduced a new technology for the sewing of men's suits without fitting. The time spent by customers on trips to the tailoring shop decreased two-threefold, and the quality of the sewing not only did not diminish, but, on the contrary, even increased. The new technology was created with the active participation of V. Nesniyan, an artist of the House of Models of the republic. In the facility of the workshop, where M. Voroban works, a permanently operating republic school was organized. Already 170 brigades are working in accordance with this method in the republic. Sewing without fitting is being successfully introduced by the Ternopol'skiy rayon Consumer Combine. A successful experiment is being conducted in Clothing Repair and Tailoring Shop No 37 in the Dniprotskyi rayon, where for the first time sewing without fitting for women's street clothes was mastered.

The House of Models of the republic has developed more than 360 models for new clothing and footwear, which are not inferior to the best foreign models in terms of aesthetic execution. Unfortunately, the organization of extensive production based on these models was not success because of the shortage of high-quality leather materials and bright, diverse fabrics.

People save a great deal of time when "service" comes to them at home. The repairs of household refrigerators, washing and sewing machines, performed at home, constitute approximately 70 percent, of televisions--more than 85 percent of the total volume of this work. The acceptance of orders at home and their delivery to the customer are being practiced increasingly widely in regard to such services as dry-cleaning and dyeing of clothing, furniture repair, and shoe repair.

Long-term rent of radio and television equipment enjoys great demand among the population. The rent fund of the Ukrainian Association for Everyday Radio Engineering now exceeds 10 million, and during the remaining years of the five-

year-plan it will increase by another dozen million rubles. However, for the time being the demand exceeds our possibilities. There is a particular shortage of color televisions.

Our Concerns and Needs

In conformity with the instructions of the USSR Council of Ministers concerning the improvement of the activity of the collectives of consumer enterprises, the schedule of their work has been reorganized and additional conveniences for customers have been created. Nine out of ten enterprises accept orders and handle deliveries until 8-9 p.m. For workers in consumer services, Saturday has become an ordinary working day. More than 65 percent of the network work on Sundays.

However, on the road to the further development of consumer services, we will still have to overcome significant difficulties and solve urgent problems. The administrations of consumer services of almost all oblasts complain about the shortage of motor transport. The motor vehicles that are available are at times utilized inefficiently.

The workshops and repair shops receive a lot of material from which it is not simple to make high-quality, fashionable footwear. The light industry of the republic does not produce sufficient fashionable and beautiful fabrics for the sewing of clothing. The builders and repair workers in consumer services cannot always carry out the orders of the population because of a shortage of parquet flooring, paints, wall-paper, and other construction materials.

There is still a great deal of manual labor in consumer services. Our 3 small-capacity plants for non-standardized equipment are not able to supply the enterprises of the sector even with the means of low-level mechanization. It is expedient to charge the machine building plants of other ministries with extending assistance to consumer services in the manufacture of equipment in accordance with our designs.

The overcoming of all of these difficulties will be conducive to the increase of the level of consumer services to the population of the cities and villages.

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HOUSING AND PERSONAL SERVICES

PROGRESS DEFICIENCIES OF MOSCOW'S PERSONAL SERVICE SYSTEM

Moscow EKONOMICHESKAYA GAZETA in Russian No 3, Jan 84 p 16

[Article by A. Biryukov, deputy chairman of the Moscow Soviet Ispolkom: "Technical Centers in the Personal Service System"]

[Text] The Muscovites have already become accustomed to the modest emblem with the letters S.B., which stand for sluzhba byta consumer services. Just what is the Moscow consumer service system? Under the Moscow City Ispolkom there are three administrations directly involved in providing personal services: an administration of personal services for the population, an administration of municipal services for the population and an administration for the tailoring and repair of clothing under individual orders from the population. These administrations include more than 8,000 enterprises and pick-up stations, where around 105,000 blue-collar workers, engineers and technicians, and white-collar workers are employed. Moscow's personal service system fills around 1 million orders each year and offers more than 600 different types of services.

For the Soviet Individual

"...Concern for the Soviet individual, for his working and living conditions and his spiritual development," Comrade Yu.V. Andropov commented at the November 1982 Plenum of the CPSU Central Committee, "remains the most important principle of the party's program."

What he said also applies to the personal service workers, who are called upon to provide services for the Soviet people every day. It is only possible to accomplish the task of further perfecting personal services and achieving high rates of growth for the volume of services sold with advanced technology and by using the latest scientific and technological achievements. The decree "On the Further Development and Improvement of Personal Services for the Population," passed by the CPSU Central Committee and the USSR Council of Ministers in March of 1982, outlines a large group of measures to improve the organization and the caliber of personal services for the workers. The personal service workers are focusing their attention on the fulfillment of this decision.

During the first 3 years of the 11th five-year period the population of the city of Moscow received 1 billion, 26 million rubles worth of services. The established assignment was significantly exceeded. During that period 74 new types of personal services were introduced, including such services as the repair of pocket calculators and Elektronika watches, and the aerosol-dyeing of suede and

sheepskins for coats. The major repair and renewal of women's footwear, using molded, polyurethane soles and soles made of white rubber, has been mastered and introduced. These services are in great demand. People moving into new housing can take advantage of a complete apartment outfitting service.

A total of 54.2 million rubles in capital investments has been used to build up the materials and equipment base of the capital's personal service system and for reconstruction and technical reequipment. Around 380 various tailoring shops, workshops and pick-up stations, and 15 large, specialized personal and municipal service enterprises have been built and placed into operation.

Our nation's largest enterprise for cleaning and restoring rugs and carpets, the Ornament, which has a capacity of around 2,000 square meters per shift, was recently reconstructed and placed into operation.

The Moscow Soviet, together with the ispolkoms of the rayon soviets, has set and is carrying out specific assignments for organizing the personal service system at industrial enterprises and construction sites to make it possible for the majority of the workers at these enterprises to obtain the necessary services on the spot. Around 1,200 permanent and mobile, complete order-receiving stations have now been set up at the city's industrial enterprises. This is a promising, economically justified form of service.

New Things in the Organization of Services

Serious work is being performed in the city to get the large industrial enterprises involved in personal services. The Moscow City Ispolkom's Administration of Personal Services for the Population, in cooperation with the workers at the Krasnoyarsk Machine-Building Plant, has set up a technical service center for the Biryusa refrigerators.

A newly built area of almost 2,000 square meters was designated for setting up the technical center in 1981, by decision of the Moscow City Soviet of People's Deputies, and the Biryusa technical center was placed into operation in 1982. The center is provided with modern production equipment and a completely mechanized line, which makes it possible to rebuild 40,000-46,000 refrigeration units a year, using industrial technology. The technical center offers the population the group of services most in demand, including such services as the repair of all types of refrigerators at the client's home, the rebuilding of refrigeration units at the plant or in the home, the exchange of refrigeration units for rebuilt ones, emergency repair of refrigerators and service by subscription.

Setting up the technical center has also made it possible to offer the population the service of repairing household freezers designed for the lengthy storage of a large quantity of food, within a 24-hour period.

In 1983 the technical center and its branches rebuilt more than 24,000 refrigerators and delivered 25,700 rubles worth of large assemblies and parts to the customer's home. More than 11,000 refrigeration units were repaired at the technical center itself.

More than 20 motor vehicles have been assigned to the technical center and make it possible to fill orders within the shortest possible period of time. The center operates one and a half shifts, from 800 to 2100 hours, with no days off and not closing for lunch.

Work is presently under way at the technical center on an automated dispatch service, which should make it possible to set up a central city dispatch service for accepting orders for refrigerator repairs from Moscow residents. The system uses electronic computers and displays. Use of the system will make it possible to considerably reduce the number of order clerks.

In view of the good results from the operation of the Biryusa technical center, the Moscow city party committee and the Ispolkom of the Moscow Soviet have decided to build four more centers for the repair of household equipment in Moscow.

Before the end of the five-year period, for example, it is planned, together with the Ministry of Machine Building for Light and Food Industry, to equip and place into operation technical centers for repair of the Minsk refrigerators, the Vyatka-avtomat washing machines, sewing and knitting machines, and vacuum cleaners.

In Areas of Large-Scale Construction

City organizations are performing a great deal of work to significantly expand the entire personal service system. The developed part of the city is saturated with personal service enterprises, but the situation is still not satisfactory in the areas of large-scale housing construction. Because the development was not planned in a comprehensive manner, the new residents are frequently inconvenienced by a lack of essential services.

These deficiencies are being corrected by decision of the CPSU gorkom and the Ispolkom of the Moscow Soviet. In 1983 105 incorporated or annex-type personal service areas were opened in the areas of large-scale development.

We cannot develop the material base only with new construction, however, especially in Moscow's situation, and it would be incorrect to do so. Technical reequipment and reconstruction are the most practical means of increasing enterprise capacities and making efficient use of every square meter of production area. This work is intensively under way at tailoring and clothing repair, shoe-making, dry cleaning, and large laundry enterprises.

The technical reequipment of a standard 10-ton laundry, for example, produces the following results: The volume of laundry which can be handled is increased by 35 percent with the same working area, and output per worker is increased by 25 percent. Profits grow, wages increase, and working and living conditions are improved.

It is planned to carry out technical reequipment and reconstruction at 695 personal service enterprises in the city and to place into operation almost 10,000 units of various modern production equipment during the period 1983-1985. A considerable part of this work will be performed in 1984, the 4th year of the five-year period.

In order to reduce outlays of time and to create the most convenient situation for the population, the collectives of the personal service enterprises have carried out a system of measures to develop and expand the most convenient

and progressive kinds and forms of services for Muscovites and guests in the capital. More services are being provided at home, a system has been set up whereby defective household appliances can be exchanged for repaired appliances, orders are being accepted on the honor system, services are performed by subscription, and "same-day" orders are filled.

Workers in the personal service system understand very well that although they have some successes, they have still not achieved the required level of personal services and are not fully satisfying the population's increased demand for certain types of services. Existing reserves are not being effectively utilized at all of the enterprises. Work time is still being lost, and planning and labor discipline is not at the proper level.

There is not a family in Moscow which does not use the personal service system. People come to the personal service system with their everyday concerns, large and small. They expect to be listened to attentively and kindly and to receive help in the form of action or sometimes, simply advice. How does the individual feel when he comes for help but sometimes encounters indifference or outright rudeness?

We are trying to eliminate such behavior and we are constantly working to develop more and more attentive, competent, efficient and well-disposed workers.

There are still problems in the Moscow personal service system, which require resolution by the appropriate organizations. We know that the summarizing indicator describing the level of provision of the population with a specific type of service is the quantity of services performed, expressed in rubles or in actual work performed per resident.

This indicator is an estimate figure and it does not always reflect the real state of affairs. Major distortions are produced by variations in the price levels, which fluctuate greatly, by the different structures and methods of recording personal services. Certain types of services are included in the sales volume in many cities but not in others.

A study of the report data indicates that personal service enterprises in the city of Moscow are giving special attention to the performance of repair work, which is developing more rapidly there than in other cities, then to services involving the manufacture of new products for the population.

We know that in many cities there has been a significant increase in volumes of services performed in small lots without advance orders from the population, which essentially constitutes large-scale output and sales to the population.

In light of all this, it would seem expedient to work out corresponding coefficients and indexes, which would permit us to make the necessary recalculation and provide an objective assessment of the degree to which the population's needs for specific types of services and for personal services as a whole are being met.

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HOUSING AND PERSONAL SERVICES

ADVANTAGES OF INDIVIDUAL HOUSING CONSTRUCTION EXPLAINED

Moscow SEL'SKOYE KHOZYAYSTVO ROSSII in Russian No 1, Jan 84 pp 38-39

[Article by N. Taracheshnikov, deputy director of the Orgtekhsel'stroy Trust:
"How Much Does a House Cost?"]

[Text] Individual construction is assigned an important place in the program outlined for the social transformation of the rural area in our nation. While it is planned to build 69 million square meters of housing in the Russian Federation during the five-year period, for example, individual and cooperative construction projects account for an additional 15.6 million square meters, or almost a fourth of the total area.

Nonetheless, very few of the population's funds are being drawn upon for housing construction on many farms. The residents of these villages are ordinarily unwilling to build only because they consider such a home to be too expensive an acquisition. And each time it turns out that they simply are not aware of the existing benefits. This is what they are.

The initial payment is only 20 percent of the estimated cost. This amount is reduced to 10 percent for those who have returned to the farm after serving in the army, for newlyweds and young specialists, workers in the common occupations who have moved permanently to rural areas. Furthermore, the initial payment may be spread out over a 2-year period. The bank extends loans to kolkhozes, sovkhoses and other agricultural enterprises for the construction of farmsteads with outbuildings, which are paid off over a 25-year period after the homes are built. Half the amount of this loan is paid by the farm out of the economic incentive funds. If the farm is unprofitable, however, it is paid out of the state budget. The other half of the loan is paid by the builders themselves in equal, monthly installments. The farms may sell these homes to their workers for 50 percent of the cost, to be paid over a 25-year period.

It is recommended that the kolkhozes build farmstead houses with outbuildings with their own funds or with bank loans and sell them to the kolkhoz workers for half the cost, to be paid within a 25-year period from the day of sale. If the kolkhoz workers decide to build houses themselves, however, the bank additionally extends them loans of up to 3,000 rubles each, to be repaid within a 10-year period, beginning the 5th year after the construction is completed. In addition, another 500 rubles can be borrowed for connecting the houses to the waterlines and sewage systems and for capital repairs, and 200 rubles can be borrowed for providing houses with gas. These loans are repaid within a 3-year period after the work has been completed.

A farm worker can easily determine his personal cost for building or acquiring his own farmstead based on the estimated cost of the plan he selects. For a 3-room, brick house with 48 square meters of living space and an estimated cost of 18,000 rubles, he will have to make an initial payment of 3,600 rubles (1,800 rubles if the initial payment is 10 percent), and will pay only 5,400 (or 7,200) rubles over a 25-year period. His monthly payment will therefore be 18 or 24 rubles.

The client functions for housing construction, including individual housing construction, are assigned to the kolkhozes, sovkhoses and other agricultural enterprises.

There are numerous examples of extensive construction of individual houses in the Russian Federation. Intra-farm roads and drives are built, which is especially important for houses built in remote areas. The construction industry base specializing in the complete construction of farmstead-type houses, as well as the trade network for providing the builders with all the essential materials, are being developed and strengthened.

For Russia as a whole the specific portion of farmstead houses in housing construction will increase to 70 percent during the 11th five-year period. A total of 70 individual construction teams and rural house-building cooperatives have been created in Moscow Oblast. It is planned to double the volume of individual and cooperative housing construction in the near future. A statute has been approved in the oblast whereby rayon and inter-rayon trade enterprises sell construction materials to individual rural builders on a priority basis. They can already purchase all of the construction materials for building their own homes and outbuildings and have them hauled by a transportation agency. The rural and settlement soviets have been assigned the specific task of building and developing two complete villages each. This will add up to around 1,000 communities. The plans they have outlined call for the construction of 430 individual houses, 70 medical centers, 158 clubs and libraries, and the construction or repair of 500 wells and public standpipes. The population will spend more than 500,000 man-days providing their villages with everything they need.

Thoroughly conceived projects for the comprehensive development of the rural area have been worked out and are being implemented in many rayons of Moscow Oblast. Maximum consideration is given to the desires of the citizens as expressed at general meetings and rural gatherings. An extensive effort is made to explain the advantages of individual and cooperative housing construction. A total of 700 houses will be built or repaired, and dozens of kilometers of intra-farm roads will be built in Dmitrov Rayon.

A great deal of attention is devoted to the personal plots in the oblast. After the settlement of Novyye Podosinki on the Borets Sovkhoz in Dmitrov Rayon, was built, for example, all of the new residents willingly agreed to take bull-calves and hogs for fattening, and many of them acquired heifer-calves, sheep and rabbits. During 1982 every family living in that settlement had an average income of around 1,000 rubles from personal plots. This completely covered their payments on loans obtained for building the farmsteads.

When the farmsteads were built in the Bol'shoye Teleshovo division of the Rassvet Sovkhoz in Dmitrov Rayon, a tearoom, a medical facility and a kindergarten were linked with them. This made it possible to considerably reduce the cost of these facilities and to cut operational heating costs.

Rural workers in the area around Moscow have already deposited more than 2 million rubles in the bank for the construction of individual houses. The population plans to build more than 5,900 farmstead-type homes with their own resources during the period 1983-1990.

The number of individual builders is growing on the Kolkhoz imeni Kirov, the Kolkhoz imeni Lenin, the Pobeda Kolkhoz and the Kolkhoz imeni XXII Party Congress in Slavgorodskiy Rayon, Altay Kray. Each year 20 individual houses with all the conveniences and with outbuildings are built on each of these farms. The plans are produced by local organizations, and each house has from 70 to 100 square meters of space.

The houses are built by groups. That is, four to six families build them jointly, by turn, each farmstead taking 2-3 months. Materials and manufactured items, machinery and transport are allocated by the kolkhozes. They also perform the engineering work for the housing. The builder of the house pays 40-50 percent of the cost (averaging from 7,000 to 10,000 rubles), and the remaining 50-60 percent is paid by the farm itself. The kolkhozes there have their own brick plants with an annual output of 1.5-3.5 million bricks, as well as saw frames and wood finishing shops. They can therefore provide the builders with construction materials under special terms. The farms spend considerable amounts of money to build social, cultural and personal service facilities and to provide the villages with amenities.

The demands of the rural residents are growing. Every family wants to have not just a roof over its head, but a good, large and comfortable home with utility rooms, barns for livestock, a vegetable garden and orchard. They want a home in which their children and grandchildren can live, putting down roots in their native soil. A home in which a love for work can be instilled in them, gradually and without too much talk. Building such houses is good both for the farm and for the future tenants. We need only to see to it that they all know about the advantages and benefits of this way of building houses.

If anyone is interested in learning the details about the planning and construction of individual houses, the distribution of farm buildings or other questions, contact the Orgtekhsel'stroy Trust of the USSR Ministry of Agriculture at the following address: 140070, settlement of Tomilino, Moscow Oblast, ulitsa Zhukovskogo, 9.

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HOUSING AND PERSONAL SERVICES

STUDY OF HOURS OF CONSUMER SERVICE ENTERPRISES

Moscow VESTNIK STATISTIKI in Russian No 10, Oct 83 pp 52-54

[Article by Candidate of Economic Sciences L. Vorontsova, deputy chief of the Social Statistics Department of the USSR Central Statistical Administration: "The Work Schedule of Enterprises and Organizations Which Are Engaged in the Service of the Population"]

[Text] The improvement of the entire set of the social conditions of life, including the quality of the service of the population as one of the elements of socialist civilization, is of great importance in solving the problem of the moral improvement of the personality of the working people, which was posed by the June (1983) CPSU Central Committee Plenum.

The increase of the material well-being and the improvement of the socialist way of life are inseparably connected with the development of the network of enterprises of the consumer service sphere and the improvement of their work. Stores, laundries, dry cleaners—millions of people constantly use them.

The improvement of the work of enterprises of the service sphere and the regulation of their work schedule are a substantial reserve of the decrease of the time spent by the population, especially women, on running the household and of the increase of free time. The work schedules of several enterprises of the service sphere, which are inconvenient for the population, are doing significant harm to the state, since many workers and employees use a portion of their working time to go to them, which leads to unjustified losses in the national economy.

A special survey of the nonfood stores of the system of the Ministry of Trade, departments of workers' supply and offices of food supply for workers and employees, all the stores of consumer cooperatives, out-patient clinic institutions of the Ministry of Health; the city telephone exchanges, enterprises and centers of communications in the oblast, kray and republic centers; 80 percent of the receiving centers of consumer service enterprises; 66 percent of the savings banks; 18 percent of the housing operation organizations; about 25 percent of the permanent preschool institutions and general educational schools of the system of the Ministry of Education, which have groups with an extended day for students, was made in July 1982 by the organs of state statistics in all the union republics, ASSR's, krays and oblasts for the purpose of obtaining information on the work schedule of enterprises, institutions and organizations which are connected with the service of the population.

The work schedule of airline ticket offices, the people's courts, notary offices, legal advice bureaus and several other organizations was also studied.

All the organs of state statistics, as well as individual ministries and departments (the USSR State Bank, the USSR Ministry of Internal Affairs, the USSR Ministry of Justice and others) took part in the survey. The survey of the work schedule of the organizations and institutions, which are engaged in the service of the population, was carried out centrally by these ministries. The overall results of the materials of the survey with a breakdown by oblasts, krais, ASSR's and union republics were sent to the local statistical organs.

The experience of a similar survey of 1979 was used when elaborating the methodological program questions of the survey of 1982.

Extensive information with a breakdown by territories, with respect to urban and rural areas, which characterizes the work schedules of various types of enterprises and organizations, which are engaged in the service of the population, was obtained as a result of the study of the materials of the survey. The continuity of the programs of the survey of 1979 and 1982 made it possible to compare their results.

As the survey showed, in the years which have passed substantial improvements have not occurred in the work schedules of the majority of enterprises of the service sphere. About 90 percent of the nonfood stores of the system of the Ministry of Trades, the departments of workers' supply and the offices of food supply for workers and employees began work at 0900 and later, nearly one store in three closed at 1830 and earlier.

The work schedule of the stores of consumer cooperatives does not satisfy the rural population. On 1 July 1982 84 percent of all the food stores and 89 percent of the stores for trade in goods of everyday demand in the countryside began work at 0800 and later. Nearly a third of the food stores and 42 percent of the stores for trade in goods of everyday demand closed before 1900.

The survey showed that 73 percent of the receiving centers of consumer service opened at 0900 and later, 60 percent closed at 1800 and earlier.

The population has serious complaints about the work schedule of the groups with an extended day at general educational schools and permanent preschool children's institutions. The materials of the survey attest that more than half of the schools, which have groups with an extended day for students of the 1st-3d and preparatory grades, closed at 1700 and earlier. The workday began at 0800 and later at 28 percent of the permanent preschool institutions and ended before 1900 at 41 percent.

As compared with 1979 in the country the number of urban out-patient clinic institutions of the Ministry of Health, which operate on two shifts, has increased somewhat. However, the work schedule of these enterprises is not entirely convenient for the population. The population is admitted up to 2000 and later at only 16 percent of the urban out-patient clinic institutions.

The work schedule of communications enterprises, housing operation organizations, airline ticket offices, savings banks, courts, legal advice bureaus and others is also not entirely convenient for the population.

The survey conducted during the study of 97,000 people, who keep systematic recordings of the family budget, showed that the work schedule of enterprises and organizations of the service sphere in many instances does not satisfy them, in connection with which they are forced with the permission of the administration to go to these institutions during working time.

For the purposes of improving the service of the population and decreasing the losses of working time the USSR Council of Ministers on 17 January 1983 adopted the decree "On the Serious Shortcomings in the Work Schedule of Enterprises, Organizations and Institutions, Which Are Engaged in the Service of the Population." The indicated decree obliged the councils of ministers of the union and autonomous republics, the executive committees of the kray and oblast soviets of people's deputies, the ministries and departments to take during the first quarter of 1983 practical steps on the improvement of the work of the enterprises, organizations and institutions, which are engaged in the service of the population. Here the work is to be organized so that the needs of the Soviet people would be met more completely and better, without detriment to their production activity.

It was proposed by the indicated decree to revise the days and hours of the operation of the enterprises, organizations and institutions of the service sphere so that they would be most convenient for the working people, to organize wherever this is necessary stores with extended hours, as well as the operation in the evening of other enterprises, which are engaged in the service of the population, to extend the practice of work according to a sliding schedule, with the division of the workday, and to use more thoroughly the possibilities of attracting workers to the service sphere for a partial workday.

The need to render personal services to workers more extensively directly at their place of work, to set up at enterprises and construction projects, kolkhozes and sovkhozes receiving centers for the repair of footwear and clothing, the washing of laundry and the dry cleaning of items, to develop trade according to advance orders and other forms of service, which are convenient for the population, was also emphasized.

To execute the indicated decree the councils of ministers of the union republics, the kray and oblast soviets of people's deputies and the appropriate USSR ministries and departments elaborated measures on the improvement of the work schedule of the enterprises and organizations, which are engaged in the service of the population. The introduction of work schedules of the enterprises of the service sphere, which are more convenient for the population, is envisaged in them.

In Moscow it is envisaged to increase by 35-40 units the number of large food and industrial goods stores, which operate without a lunch break, to change over 120-130 industrial goods stores, which are open from 1000 to 1900, to a work schedule from 1100 to 2000 and not less than 30 large industrial goods

stores to a work schedule to 2100 and to increase to 240 units the number of industrial goods stores, at which orders by workers of the Mostransagentstvo [not further identified] for the delivery of purchased refrigerators, washing machines, televisions and other goods will be accepted.

It is planned to open in 1983-1985 an additional 120 centers for the receipt of empty containers from the population. The working hours of all the receiving centers are being set at the same hours as the stores at which they operate.

In each rayon of Moscow four to five stores are being singled out, at which the receipt of advance orders for foodstuffs with their delivery to the home of shoppers is being additionally organized. In 1983 210,000-220,000 advance orders on ordinary days and 550,000-600,000 on the eves of holidays will be placed daily. Not less than 70 percent of the total number of orders will be filled for the workers and employees of enterprises and institutions.

The substantial improvement of the work schedules of enterprises of the personal and municipal service of the population is also envisaged. All the enterprises of consumer services, which operate during one shift, are being changed over to a sliding work schedule. In particular, the personal service enterprises will work 3 days a week from midday to 2100, including 1 day without a lunch break, and 3 days a week from 0800 to 1600. The personal service enterprises with a schedule of work of 1.5 shifts will operate in a similar manner according to a sliding schedule. On Sundays the enterprises with extended hours will be open from 0900 to 1800.

The work schedule of housing operation and other organizations of housing services, which are involved in the issuing of certificates, registration, signing out and other types of the housing service of the population, will be changed. The population will be admitted 3 days a week to 2100, once a week starting at 0800 and on Saturdays from 0900 to 1400.

Suggestions on the extension of the work schedule of the children's preschool institutions of Moscow to 2000 are being drawn up by the appropriate organizations. Groups for children with extended hours will be organized at children's preschool institutions and schools.

The organization of work at the gymnasiums and swimming pools attached to the schools and vocational and technical schools of Moscow is being ensured during nonclass hours, including on Saturdays and Sundays.

The improvement of the work schedules of other institutions, organizations and enterprises, which are engaged in the service of the population, is envisaged.

For the purpose of improving the living conditions of the working people the CPSU Central Committee and the USSR Council of Ministers on 24 March 1983 adopted the decree "On the Further Development and Improvement of Consumer Services."

The CPSU Central Committee and the USSR Council of Ministers obliged the Central Committees of the Communist Parties of the union republics, the kray, oblast, city and rayon party committees, the councils of ministers of the

union and autonomous republics, the executive committees of the kray, oblast, city and rayon soviets of people's deputies, the USSR ministries and departments to increase the attention to the questions of the development and improvement of the activity of personal service enterprises and to display constant concern about the strengthening of the material and technical base of this sector of the national economy and about the creation of modern personal service enterprises. To implement measures, which are aimed at the more complete meeting of the demand of the Soviet people for personal services and at the increase of the quality and standards of service, to introduce new types of personal services and advanced forms of service, to enlarge the network of combined receiving centers, as well as to continue the improvement of the work schedule of personal service enterprises.

The changeover of enterprises to improved work schedules will contribute to the more complete meeting of the demands of the population.

The statistical organs will tally in 1984 the final results of the work done on the regulation of the work schedules of the enterprises and organizations, which are engaged in the service of the population.

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HOUSING AND PERSONAL SERVICES

RECORDING OF CONSUMER GOODS PRODUCTION IN HEAVY INDUSTRY

Moscow VESTNIK STATISTIKI in Russian No 10, Oct 83 p 60

[Article by O. Pavlova, senior economist of the Gorkiy Oblast Office of the USSR State Bank: "On the Recording of the Production of Cultural, Personal and Household Goods"]

[Text] Practice shows that waste products of basic production, which can be used for the production of goods, are available at nearly all the enterprises of heavy industry. However, at times it is difficult to ascertain, what portion is used for the production of goods at one's own or another enterprise and what the value of the goods, which have been produced from waste products, is. The introduction in 1982 for all enterprises of the indicator of the production of products from local raw materials and waste products, which is reflected in form No 1-p "On the Fulfillment of the Plan on the Output," does not change the state of affairs substantially, since it reflects in the sum the total volume of the output of products, without the distinction of consumer goods. In our opinion, it would be advisable when compiling the report in accordance with forms Nos 1-p and 8 or the corresponding specialized forms to single out the value of the goods which have been produced from the waste products of production. Moreover, it is necessary for the enterprises to have reporting on the receipt and use of waste products of their own production or those received from outside. By comparing the data on the composition of the available waste products with the data on the assortment of the products being produced and the amount of goods for the population, in the production of which waste products are used, it is possible to identify the additional reserves for the increase of their production.

For the purposes of the further successful development of the production of cultural, personal and household goods it is deemed necessary to enlarge at the enterprises of heavy industry, especially machine building, the network of specialized shops.

At the same time at some enterprises of heavy industry, which have special shops in which goods are produced, it is very difficult to determine the value of the active portion of the fixed capital, to say nothing of the indicators of the output-capital ratio, the coefficients of the equipment workload, the data on the utilization of capacities and so on. It is completely impossible to obtain these data wherever there are no shops, but there is a section or temporarily idle capacities of basic production are used for the production of goods.

The other data necessary for a qualitative analysis are also lacking. Thus, it is impossible to single out from the total volume of the sale of goods, which have been produced in the shop or section, the profit which was obtained from their sale, at some enterprises there is no information on the number of workers, who are engaged in the production of cultural, personal and household goods, and so on.

The enterprises, in refusing to keep a record of the listed indicators, cite the negligible proportion of the production of goods in the total volume of the output of products. However, millions of rubles are concealed behind, it would seem, the small percent. Doubts are arising about the correctness of the existing approach to the recording to the basic indicators of the production of cultural, personal and household goods, while paramount importance is now being attached to the achievement of the end national economic results by the efficient use of all resources, to the further development of cost accounting and to the enhancement of the role of economic levers and stimuli.

In this connection the introduction of such a procedure, when the enterprises, which have specialized capacities for the production of cultural, personal and household goods, will indicate in the returns not only the volume of the production and delivery of these goods, but also the cost of their production with a breakdown by the costing items of the expenditures, the sales volume and the profit, which is obtained from the sale of the goods, as well as all the necessary data on the state of the fixed capital and the production capacities, which are used in the production of goods for the population, seems expedient to us. The systematic generalization and analysis of the enumerated and other necessary information will help the enterprise to evaluate realistically the possibilities of the increase of the production of these goods by the better utilization of the operating production capacities and the ones being newly put into operation and the decrease of the losses of working time and the waste products of basic production.

It is possible to determine successfully the means of increasing the efficiency of the production of consumer goods only in case of the existence and comparison of all the necessary indicators, which should reflect with all thoroughness the existing state of affairs at the enterprises. The solution of the problems which have been touched upon in the article, in our opinion, will help in the planning and recording of the production of goods for the population at the enterprises of heavy industry.

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HOUSING AND PERSONAL SERVICES

SERVICE QUALITY REFLECTED IN CONTEMPORARY LITERATURE

Moscow LITERATURNNOYE OBOZRENIYE in Russian No 11, Nov 83 pp 46-50

[Article by Izabella Solov'yeva: "Service and Attendance" under the rubric: "A Look at the Problem: Values, True and Illusory"]

[Text] In the September issue of our magazine last year an article by A. Latynina, "Through the Looking Glass" was printed under the rubric, "A Look at the Problem: Values, True and Illusory".

The dialog on the ideal hero of business life, on his professional and moral makeup was continued this year in articles by L. Dmitriyev, "The Test of Business" (No 2); Galinya Gordeyeva, "A Place for Conflict" (No 4); and V. Boborykin, "A Businessman Reflected in Prose" (No 9). Discussion of these problems continues. Today we are publishing the polemical remarks of Izabella Solov'yev.

Not very many years ago we used to consider a business man a competent specialist with a clear conception of his responsibilities to the business and the people, one who can quickly make the correct decisions and achieve maximum efficiency in his work. The title of the well-known novel by Yu. German, "The Cause Which You Serve", has become a popular expression for the very reason that it accurately reflects the relationship of man and business.

But now the words "business man" signify not so much an evaluation of one's working qualities as much as they point to one's membership, so to speak, in a profession. The term "business prose", which appeared not all that long ago now occupies a solid position on the pages of critical articles. It is not at all necessary for the hero of this prose to serve the cause, that is, to be hard-working, responsible, and so on. Heroes can vary according to their moral qualities, but ordinarily they hold positions as middle-level managers who are occupied with estimates, calculations and valuations, programs and plans; they are "administrators", as L. Dmitriyev calls them in his article, "The Test of Business".

But it was not the whim of the critics that changed the concept--it was changed by life, by the scientific-technical revolution, which made production more complicated and hoisted heavy responsibilities onto the shoulders of the "middle" manager. And the business man is a prominent figure in production, at building sites, in trade, in science...

About 15 years ago the critics were quarreling over whether the business man was necessary, and what sort of man he should be. The first part of the dispute was solved by reality itself; there he is, the business man, at any production site, in institutions and so on. But you see the question of his moral character is still at the center of the controversy, as before.

I can understand the pathos of L. Dmitriyev's article, "The Test of Business"; after all, such a test, I believe, is one of the most important. But L. Dmitriyev, in my opinion, tries to defend the business man "in general"; and is he really such a generality? After all, business men, I repeat, vary. Emphasizing the complexity of modern production, it is as if the critic forgets about the real complexity of the character; and denying, for example, the right of the people in one profession to express their convictions about production personnel, poses the question in a strange way, to put it mildly. And then A. Gel'man's play, "The Verdict" is examined. I recall that it was the fault of Golubyev, the manager, that his son becomes a cripple. His wife, naturally, heaps abuse on her husband. "It is not for his wife Natasha, who in her entire life had not created an atom of material value, to judge not only such a person as Golubyev, but anyone at all. Only people such as himself could judge him, people of practical affairs..." writes the author of the article, "The Test of Business". And further: "If the conveyor stops, all questions on the moral plane simply lose their physical meaning"; people at this time are "not concerned with moral quests, but are searching for a way out of the vicious circle".

But why must one only talk about morality? Perhaps if one behaved morally, the conveyor wouldn't stop?

It is remarkable that quite a few works have appeared ("The Judgement", by V. Ardamatskiy; "The Department Store", by I. Shtempler; "Zmeyelov", by L. Karelin, and others), which acquaint us with situations in which the "business man" is tried in the literal sense, that is, by the investigative authorities and the prosecutor.

Very well: Moral quests are not compatible with production; let us try to come to an agreement with L. Dmitriyev. But after all, in any business, success is assured only in a situation in which the business is carried on honestly and conscientiously. Are there not a great many of these moral postulates in the so-called "business prose", and in its conflicts? And will we not find the reason for the constant halts of the conveyor in someone's dishonesty, or the unconscientiousness of some sort of Golubyev, an "administrator", who has dealings with plans, and calculations... Perhaps the conveyor stops because of someone's professional errors, and after a great many years it might be discovered, and they even find it for certain and know of it. And prestige, connections, relationships and further ascent

of the ladder to success--all of these are threatened. The reason for Golubyev's misfortune is just that--Gel'man even points it out--that Golubyev lacked the honesty and the moral courage to admit that the business which he'd reported was completed, was not yet completed.

I cannot agree that the "brutality of business" requires moral concessions. It follows, that a business man has no other alternative than to throw out his principles and adapt himself to the circumstances, to the situation.

The hero of the story "Juris Civilis", by the young prose-writer N. Kurochkin--is a typical "administrator". Anatoliy Koshkin is the chief of the labor and wage department of a large oil trust in the North; he is occupied with estimates, calculations, plans and so on. And here he receives an order from the trust's chief engineer Galyamov to put 30 per cent of the construction workers on a brigade profit and loss accounting basis. Such was the order from above. But the navigation season has ended, and there are not enough building materials: what kind of profit and loss accounting basis can you have then? Only on paper! And Koshkin does not carry out the order, because he does not want to discredit a progressive method in the eyes of the workers; after all, you would only get a typical "forgery". You have to wait for spring; only then can a brigade contract become a reality. "It's a stupid piece of paper", he says of the order from the head office.

"If the paper is from above, that means it's intelligent; carry it out, and that's all there is to it! If you do a good job, they'll take you upstairs, and you'll be composing intelligent papers", rages Galyamov. But Anatoliy is not concerned about the way "upstairs": "I do not propose to put anyone on a brigade contract basis before the start of the navigation season; and when summer comes we shall explore the matter further"...

Anatoliy Koshkin considers himself a typical, completely ordinary financial worker, and in general that is a fair assessment. At the same time one notices that he has no internal misgivings at all; to him everything is clear: one must not engage in "forgery". There are no problems here. One more thing is clear to him: he can't work in harmony with Galyamov. He doesn't like the chief engineer at all. He's not a man; he's a machine: he's "put his entire self into his job"; he lives a dull life, and nothing interests him but his work; and he doesn't understand anything well that's not his specialty.

But you see the brigade contract system interests Koshkin, and he doesn't want to ruin it. An extended conflict begins. It seems to those around him that Anatoliy's behavior is absurd: he has no contacts with the head office (except through Galyamov); if the chief engineer fires him he'll also lose his apartment, which belongs to the department. But Galyamov was unable to fire Koshkin precisely because the latter never resorted to any devious maneuvers, but stuck to the "straight and narrow", and operated in accordance with the laws. And the chief engineer did not come out a winner. But Koshkin began to look for a more interesting job in the trust, which would permit him to work with that very same contract system, only in a more

direct way. And there are also other advantages to the new work which he found at the same wages--more free time, and that he values very highly: he loves to read; he's interested in art; he gets involved in social work; and he has to spend some time with his little daughter. Anatoliy has a family which, as he properly observes, also has spiritual needs.

And here there is one very significant detail. At the very same pay, Anatoliy, who was one of the "chiefs", became an ordinary planner. He understands that they will laugh at him in the trust: he was reduced. But this doesn't bother him. They'll laugh for awhile, and then they'll stop. There are no considerations of "prestige" whatsoever; and you see it is just this that "pulls down" Golubyev and other business people. But from the point of view of our young engineer, this is just a trifle and is not worth the time to think about it...

N. Kurochkin writes this same kind of prose, which we today call "business". But his short stories and tales have somehow not yet entered the sphere of earnest criticism--to some extent, possibly, because his "business people" are not like those with whom we are familiar in literature; although he shows his heroes in situations rife with conflict, and provides a broad scenario of life in the trust--its heroes are the bookkeepers, planners, and engineers, who shake up the estimates and the plans; who "hammer out" additional monies when the estimates are too low; who meet with the local committees; who deliver lectures on the international situation; who lead the most ordinary and the most interesting lives...

Returning to the conflict of Galyamov and Koshkin, we add that Anatoliy Koshkin, who censures Galyamov for being "totally immersed in his work", at the end of the story finds himself in a paradoxical situation. Occupying himself, as I was saying, with the brigade contract system, he begins to study the legal side of cost accounting, becomes immersed in it and neither can nor wishes to "emerge". He enrolls in a legal correspondence course; he enjoys his work, and time for him becomes a commodity in catastrophically short supply: he has found his calling which, as a rule, totally seizes a person. It turns out that as he gives more and more of himself to his work Koshkin does not consider himself unlucky--on the contrary. It is the eternal contradiction: the business which one loves and--all of life... The more one loves it, the more time and effort it takes away; and where to find the time and energy for all the rest?..

It may be that Galyamov, who loses himself day and night in the gas pipeline and thinks only about pipes, pipes and more pipes...it may be that he's not after all quite the clod he seems to be to Anatoliy? And the story ends in a poignant scene at the airport. The antipodes and the enemies meet there by chance, and deliberately avoid acknowledging one another. But they are both thinking about one and the same thing: about the brigade contract system! It may be that they are not such opposites as they think they are: after all, these heroes are chiefly concerned about, distressed over, are experiencing, and are devoted to the same cause.

I admit that with all their shortcomings Koshkin and Galyamov, dedicated to their cause, are to me far more likable than the polished academician Kordin and his son Aleksandr (from the novel by I. Garasimov, "A Gap in the Calendar") or Kireyev's Svechkin, who are occupied not so much our beloved business as much as with making contacts and polishing the "rules of the game", or exchanging deficit item for deficit item. I'm convinced that here we are in solidarity with L. Dmitriyev.

Here, incidentally, one must remember that the "business man" has replaced the "disheveled" enthusiast in literature, who was hardly a harmonious person. Naturally, if the hero is also a sportsman and dresses well, if he can discuss art, and take care of business, it would seem he'd be closer to the ideal than someone who knows nothing other than work. But you see it is curious, that "business" quite frequently is sent somewhere near the end of the line, in a line with other "and's".

Of course Makanin's "Twisted Man", Mitya Rodiontsev, is a surrogate for the "business man", who gets himself all in a lather in his pursuit of "prestigiousness". This word, "prestigiousness", became popular rather recently. And it conceals a certain social phenomenon. I deliberately did not say social and moral, for the very word "prestigiousness" excludes a moral valuation. It is not a question of true prestige--the prestige of a plant, of science, of a scholar; but one of the lower concept of "prestigiousness". We used to say: worthy or unworthy, accepted or unaccepted. And even chasing after fashions is a most innocent pleasure when compared to chasing after "prestigiousness". And no matter how ironically we may treat the fact that it is "accepted or unaccepted", these words reflect a certain kind of moral valuation. But here...there are "prestigious" positions, furniture, clothes, polyclinics, and even motion pictures. At the same time it is not necessary that it be a good motion picture--but simply that it is difficult to get to see it; it's not shown on a wide screen, but at viewings. And to view a "prestigious" film, let us say, signifies that one is said to belong to a "select" circle, to be "connected", "accepted"... Mitya Rodiontsev drinks tea in the waiting room with the director's secretary Algai, because it is "prestigious". In this institute there is, as in certain other institutions, its own tiny, miniature "elite", its own small circle of the "select"--not more intelligent, not more spiritual, and not more interesting than the rest--but more "prestigious". There is a sort of distorted conception of values. And when literature exposes the falsity of such conceptions, and their harmfulness to society, in my opinion it is doing a good deed.

No, one may not separate morality from business life--it doesn't work. The very business itself has moral content; it may be a service to society or catering to personal needs. For example, the pragmatic, rationalistic academician Kordin always brushes off any kind of moral "quests" there. And this very question, which Kordin considered almost nonexistent, unimportant, and insignificant, rolls him, if one can put it that way, right off his feet: the question of the purpose and the meaning of his work.

Here is an episode from Iosif Gerasimov's novel, "A Gap in the Calendar".

The working day for Academician Kordin (He is not the institutions's director, and only a department head; but according to the "invisible hierarchy", the lead position belongs to Kordin, and he decides all matters) begins with his secretary, Mariya Ovanesovna, informing him "of all the events which took place in the institute, and in the academy as well; that is, everything that she managed to learn or to find out from her many acquaintances. At times this news was not verified, and then she would make the proviso that, "There are rumors..." For example, there were rumors that a certain scientific associate was "buzzing around" the wife of Kordin's son. Kordin immediately transfers him to "a certain Siberian city".

In Gerasimov's novel a thing is said about the secretary's retinue, or about the "connected" people, as Makanin had. But the atmosphere, as we see, strongly suggests Algai's waiting room; she probably even has her own Mitya Rodiontsev's.

Kordin is a strong man, striking and erudite, who knows what he wants. When yet a youth he decided this once and for all. All of his "persistence and will were directed at acquiring degrees and titles; he was in a hurry to hold his ideas up for show before they lost the luster of newness". He understood that he wouldn't make any fundamental contributions; he was just an average scientist; the ideas which he put forward quickly became stale; therefore he would think up a connecting link to a unified theory, and write a book. Kordin operated within the framework of a certain design: to create something permanent, and to leave it to his children. But he did not have anything permanent, only the semblance of it: the practical is projected as theory, the transitory for permanence, the obsolete for the new, and tactics for strategy.

At one time, when he was still in his student years, Semyon Kordin read the correspondence between two engineers. One of these engineers was Garin-Mikhaylovskiy, the other was the grandfather of the hero of Anton Dubtsov's novel. The correspondents in these private, intimate letters used to talk about the joy of genuine work, "when you can see the usefulness of your work"; and about one's responsibility to the present and to the future. And this struck Kordin as well: how naturally they write, just as if all this goes without saying, just as if there's no other way to live. How--loftily they would think and write, and that is how they behaved. All of this seemed very strange to Semyon Kordin, because in essence, social usefulness was to him--empty words.

The figure of Kordin deserves special attention; it makes a great deal clear in the problem of authentic and transitory values, in the question of the moral position of business people. Upon analysis of the novel one can clearly see that this type of personality, which L. Dmitriyev calls a "business man", is associated not so much with the profession as with the character, with the attitude of a man of practical determination to those very same problems of morality, the discussion of which L. Dmitriyev considers superfluous while solving practical problems.

Here is a dialog between two "business men": a minor one, Lugovinov, and a major one, Academician Kordin. Lugovinov's work was utterly smashed in the press. And for good reason. It was smashed by Anton Dubtsov, a former friend of Kordin, and a genuine scientist.

"Why is he getting on my case?" complained Lugovinov. "After all, I've never stepped on his toes... Can he be cut down a little?"

"He can't be cut down. It's been tried. And very viciously. But that has no effect on him."

"And what does have an effect on him?..."

"...Good work".

It would seem that the scientific worker should not be upset, on finding out that his opponent is a fair and impartial person: Do good work, and he'll praise you yet. But alas! "For some reason this plunged Lugovinov into despair". Doctor of Technical Sciences Lugovinov in the depths of his soul is not at all fooled about the quality of his own work, for he's also a "business man". But this is his position: I didn't touch him, and he should not fling himself on me. What does quality of work have to do with anything?! But just what it is it that connects the hack worker Lugovinov with Kordin? Here's what.

Once upon a time Lugovinov appeared before Kordin in his office. It was a critical moment. Tomorrow the academician's older son Aleksandr would have to defend his candidate's dissertation, and Lugovinov found a gross error in it which the father did not notice. Lugovinov was not lazy; it wasn't the author's abstract that he read; he studied the dissertation. However, Kordin understands that his son's dissertation will be placed into the archives and no one will ever take an interest in it again. For his silence Kordin promises the hack writer Lugovinov his support; he doesn't say it in so many words, but his glance conveys it... And that is how "business men" become smart operators.

The results of such activities may be the most paradoxical.

In the words of Anton Dubtsov, a situation of a certain kind of "contradiction of a contradiction" is possible: "Bureaucratic chicanery been improving itself for such a long time, and has worked out such a multitude of different methods, that it has itself become entangled in them, and has begun to become obsolete." Dubtsov does not take advantage of all these evasions and methods. But it seems to one of the personages, to young careerist Kadkin, that Dubtsov simply does not have the required business acumen, the strength, the energy to punch through, because he hasn't achieved anything. But is this so, that Anton Vasil'yevich really hasn't achieved anything?

Dubtsov is the author of an outstanding discovery--smelting steel right from the ore, bypassing the blast-furnace process. This is a revolution in metallurgy. Dubtsov's idea is greatly ahead of his time, and at one time the scientist had to endure quite a lot for it. But at last the level of contemporary science became such that Dubtsov's idea could be carried out. This is not a proviso: there really are great new scientific ideas which must wait, as it were, for science to catch up with them, until it "grows up" to the practical realization of fundamental ideas. And so the installation is established, and tested; Dubtsov's works are published, and he has a following of devoted students. Dubtsov dies, but his work lives on; the students and fellow-workers of Anton Vasil'yevich will introduce and put into operation his idea of a "clean plant".

Dubtsov openly and frankly spoke out against the hack writer and was right on target: he shut off some unpromising subjects, and "sliced off" the estimates... And is this not business acumen, is it not the energy to punch through? Uzelkov, and not only Uzelkov, considers that he didn't achieve a thing for himself; neither ranks nor titles, nor money. True, he did do a great deal for science, but this somehow does not count; the impression still survives that one has to place a value on one's grasp of business, when it can be used for one's personal needs. But Kordin, who is hardly stupid, is an experienced man, and vaguely feels that in comparison with what Dubtsov managed to do, his, Kordin's, feverish activity and the successes of his life have the bitter taste of defeat. It is precisely Kordin's younger son who will continue the work of Dubtsov; and both in his behavior and in his science he follows the footsteps not of his father, but of Dubtsov; it is him and not his father that he considers an exemplary scientist.

And, Gerasimov portrays a situation, where Kordin becomes "work out"; reality starts to slip away from him, and this is the natural result of moving in a round-about manner. Kordin entangled himself, and he entangled his older son, whom he himself strove to instruct in the "rules of the scientific game". But his son, it turns out, was forced to leave the game before it even began.

There is a fruitful thought in Gerasimov's novel: not controlling their activities according to strict rules of morality, bringing harm to society, in the final analysis works against the business men themselves. In the "simplest" case, it brings them to the bar of justice--and ordinarily, as with Kordin, to moral and creative failure.

In the novel, the dead Dubtsov defeats the living Kordin.

The hero of I. Shtemler's novel, "The Department Store", Firtich, the director of a large store, had long since joined the circle of "business men", and is himself completely businesslike. The reader has no feeling that Firtich is an irreproachable man. And evidently I. Shtemler does not even try to create such an impression. He paints a picture of a prominent "business man" of the modern world of trade. Take for example his portrait:

"Konstantin Petrovich Firtich—a man of short stature, with the build of an athlete. He has smooth chestnut colored hair streaked with gray, closely and precisely parted. The rather wide nose gives his face a fierce expression, but the gray eyes, strange with an almost triangular shape, soften this expression and appear friendly to those whom he engages in conversation". "There were many department stores in the city, large and small, new and old... But "The Olympic" was unique, and the director of "The Olympic"—Firtich, was also unique". He was almost an olympian athlete...

Kuznetsov, the obnoxious director of a large restaurant, "The Constellation", has a confrontation with Firtich. However, the situation here is not that simple. The immediate goal of Kuznetsov, which he himself plainly admits, is enrichment. Personal. But even this character is not a total stranger to the business in which he is engaged. "Firtich long ago noted one trait of the human character: quite frequently both rascals and dodgers truly support the business against which, it would seem, their feverish activity is directed." And this describes Kuznetsov.

The extreme example of the given type is a former "business man", Platon Sorokin. Platon served out his term, and lives on the money "which he managed to conceal from the all-seeing eye of the bailiffs". He appears in the novel at the moment when he's trying to organize the sale, through "The Olympia", of the factory seconds from a certain shoe factory, and at the same time, "bring down Firtich". The sharp operators want to help the factory fulfill its plan for sales--this is their apparent goal; and, well, their hidden purpose, it goes without saying, is enrichment.

I. Shtemler provides a whole gallery of examples of business men, starting with the "idealist" Firtich, who is basically motivated by his interest in sports (having built up "The Olympic", he strives to become famous throughout the country and abroad as well), and winding up with the ex-convict "Platosha". All of their actions come to naught. Firtich understands his situation: "He is a practical and far-seeing man; Firtich, however, accepted the conditions of the game. He dressed well, went to restaurants; and he didn't forget about the saunas, where the people in his circle would congregate. It's better to swim with the current; but, at the same time--do a little fishing of your own in the same river. But does this satisfy him for long?" Neither the author of the novel, nor his hero is tempted on this count. To conceal an "inflated statement of results achieved" is only a trifle; but it all begins with a trifle...

In Lazar' Karelin's novel, "Zmeyelov" there is not a single honest man among the "business men". These are arch scoundrels, sharp operators; they've already gone to the dogs, in the same way we saw Firtich at the beginning.

"Zmeyelov", Pavel Shorokhov, is a formerly prominent "business man"; he was headed for the top; a brilliant future was foretold for him. "There was a time when he had it easy. And that is what he is paying for". He served a four-year term, and returned to Moscow. And here he is after his prison

term: With a little note from Tamara Ivanovna...Pavel purchased an excellent Finnish suit, and a shirt with a lace front..." And, "having changed clothes, he turned into a lord... Tall, lean and bronzed--but obviously not from a vacation--blue-eyed and strong. Yes, yes, strong; catching glances from the women, these natural traders and evaluators of--how much are you worth, my dear man".

He did not see his co-conspirators in court. He expected that they would return him to his former circle. But his hopes were not justified. They sent him, Shorokhov! ...Sent him to sell plums on the street! It was not an unprofitable business, but it wasn't elegant. He was offended. He decided to begin an honest life. And it turned out that the "cost" to him for an honest life in Moscow was 120 rubles a month--which means you can forget about restaurants, Finnish suits and the like. But the most painful, the most unbearable thing for Pavel Shorokhov was, it was impossible for him to continue a life of "prestige". When Pavel was a "business" man, he fell ill with the disease of anything goes; he became more and more "insolent"; wherefore he also "burned out"; wherefore he also lost the confidence of his former colleagues. His former financial director explains: "You took a step and you got away with it; you took another and you got through; but after a third and a fourth, you're in a mine field. And you started to walk off, but here's where you were blown up".

"But why? Why did I crawl into that field?"

"...It's just like I say: everything goes--is a disease; and a disease sneaks up on us. Your case is not one of the most complicated, Pavel Sergeyevich. You're young, charming, and sociable... You're invited everywhere, and everybody likes you. You were swept along. You didn't listen to prudent advice".

Pavel decides to depart Moscow for far-off Turkmeniya, and there engage in the dangerous and profitable trade of Zmeyelov, which he had mastered; but first he had to completely divorce himself from his old life: he sends materials on his former colleagues, these Muscovite snakes, to the investigative authorities.

The materials were already sent off, and Pavel was struck with a knife...

We have turned to four works, which illuminate from various aspects the problem of the "business man". In the first, the "business men" are genuinely engaged in business.

In the second work, "A Gap in the Calendar", we are confronted with a hero whose moral conceptions are slipshod and indistinct. This gives birth to conflicts, from which both the hero of the novel and society suffer.

I. Shtemler in his work tries to draw the line which distinguishes the "business man" from a sharp operator in the sphere of activity (trade) which presents a person special demands in the sense of moral stability.

L. Karelin shows the catastrophic results of the total erosion of moral principles.

Works of "business prose" convincingly testify that business which is self-serving works both against society and against its bearers. In actuality, only a person who works for society is truly a person of business.

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HOUSING AND PERSONAL SERVICES

LIVING CONDITIONS IN LENINGRAD SURVEYED

Moscow MOSCOW NEWS in English No 6, 19-26 Feb 84 p 13

[Interview of Albert Baranov by Yelena Tergonok, date, place not given]

[Text] Two-thirds of the Soviet Union's population live in cities, and the urban population keeps on growing with every passing year. How does an inhabitant of a large modern city assess the conditions in which he lives? The results of studies carried out in Leningrad, the second largest city in the USSR, with a population of about five million, are described by Albert Baranov, a sociologist and Cand. Sc. (Philosophy).

Philosophers and sociologists have not yet worked out criteria, with which it could be possible to weigh the good and the bad in man's life just as easily as on scales. Perhaps it is enough to assess the material and social conditions which people have created for themselves?

That is the way economic science has taken, having created the concept of the "standard of life", that is, the indicator of material well-being per head of population or, say, per thousand of inhabitants.

But in similar material conditions one person could be happy and another not happy.

You speak about subjective indicators? Yes, they are as unstable as the number of people there are, and as the number of individual assessments of themselves and of their destinies. Of course, it is more difficult to assess subjective parameters than objective ones. But the easiest way is not always the most correct. And in the given case, the point is not that the "objectivist" approach is easy but rather customary. However, in modern society one cannot do without taking subjective aspects into account. Remember, for example, in the traditional patriarchal village, the bride and the groom were selected according to strictly objective, quite definite criteria--health, wealth, kinsfolk, etc. Now the family is created on the basis mainly of such a subjective criterion as love, in spite of its unsteadiness and vagueness.

And yet there are indicators which, though not possessing a common meaning, are at least comparable. Such is "satisfaction", the assessment of which is made up of man's attitude to the conditions of life, to himself and to the future.

In other words, the extent to which people are satisfied with their life can be seen from a comparison of what they have and what they would like to have?

Quite correct. For example, a sociological survey among the Leningraders demonstrated that, if we adopt a five-point system of assessments, on the whole the population of the city satisfies its requirements by four points. Moreover, the relationships in the family and with other people are assessed higher and one's own housing conditions lower.

Consequently, despite the fact that housing conditions in the USSR, including Leningrad, are steadily being improved, the population's dissatisfaction with housing is still sufficiently high. How can you explain this?

By the fact that people's requirements grow faster than the possibilities of fulfilling them. The "ideal" housing is where everyone has his own room. In a large city man is characterized by nervous, psychological fatigue, and it is very important for him to have the possibility to isolate himself, to be alone. Besides, three-quarters of Leningrad families have at least one person who studies, which means that he must have a place to work. And here is the result: the population's housing conditions have improved but man's dissatisfaction with his housing has remained and in some cases even increased. Thus, the housing problem, according to city dwellers, remains one of the most burning ones.

What can be said about a city dweller's attitude to his work?

In our questionnaire we suggested that a person imagine himself in a situation where he is fully provided for materially and has the right not to work. What will he do in this case? From the answers to this question it follows that, out of every 100, 22 people would leave work and have a "rest" for several years. Twelve would like to change their profession, another 12 would take up a different job, and 39 would continue working at the same place and do the same job (the remaining 15 were undecided). It turned out in this way that four-fifths of the adult population do not see themselves without professional work, and that material interests, for all their value, do not overshadow other aspects of man's socially useful activity. Such factors as involvement in the common cause, in the collective of people jointly solving production and social problems, and many others have been and remain important for a city dweller.

To what extent is the Leningrader satisfied with his relations with his nearest and dearest?

In recent years sociological research has revealed an increase of the status of the family among man's vital values: the family and the home take increasingly more time and money. On the other hand, a man nearly always has the possibility to abandon the family if it does not meet his requirements. Today marriage breaks down far quicker than in the past, but for all that, it does not turn the husband and wife into an impasse from which there is no way out. The negative aspect of this case, the price which society pays for democratizing marriage is the high number of divorces. Of course, the increase bears

witness to some trouble in family affairs. But, I believe, it is not necessary to dramatize the situation: the satisfaction with relations in their families is high--4.4 points according to the five-point system for Leningrad, where the number of divorces is one of the highest in the country.

So far we have spoken about the city dweller's attitude to the conditions of life. But what is his attitude to himself? Is he satisfied, for example, with his education? Is he confident of the future?

Leningrad's population has been traditionally noted for its high level of culture; every one in three has a specialized secondary or higher education. However, it is the level of education that satisfies Leningraders least of all. Moreover, young people who are well educated and have good earnings are, as a rule, less satisfied with living conditions and with themselves than elder people who are less educated and less provided for.

Young people are in general more critical towards the present than older ones but are more tolerant towards the past. And the foreseeable future, so to speak, the short-term future--five years--appears similarly optimistic in the case of both young people and people of the average age. Older people, the pensioners have a touch of pessimism, but this is natural. Among people of the active age only one in twenty-five believes that negative changes are more probable than positive ones in the near future concerning his housing conditions, work, leisure and the amount of earnings. There are some five to six times more people who expect favourable changes.

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HOUSING AND PERSONAL SERVICES

HOUSING CONSTRUCTION STATISTICS

Moscow VESTNIK STATISTIKI in Russian No 10, Oct 83 p 70

[Table]

[Text]

Housing Construction
(millions of square meters of total (usable) area)

	Total constructed	including			
		by state and co-operative enterprises and organizations and housing co-operatives	by workers and employees at own expense and by means of state credit	by kolkhozes, kolkhoz farmers and rural intelligentsia	
Total for 1918-1983. . . .	3832.6	2310.3	608.3	914.0	
including:					
1940	24.5	9.6	3.6	11.3	
1960	109.6	55.8	27.0	26.8	
1970	106.0	76.6	13.0	16.4	
1980	105.0	84.0	10.5	10.5	
1983 (plan).	110.1	87.6	9.8	12.7	

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